

1992

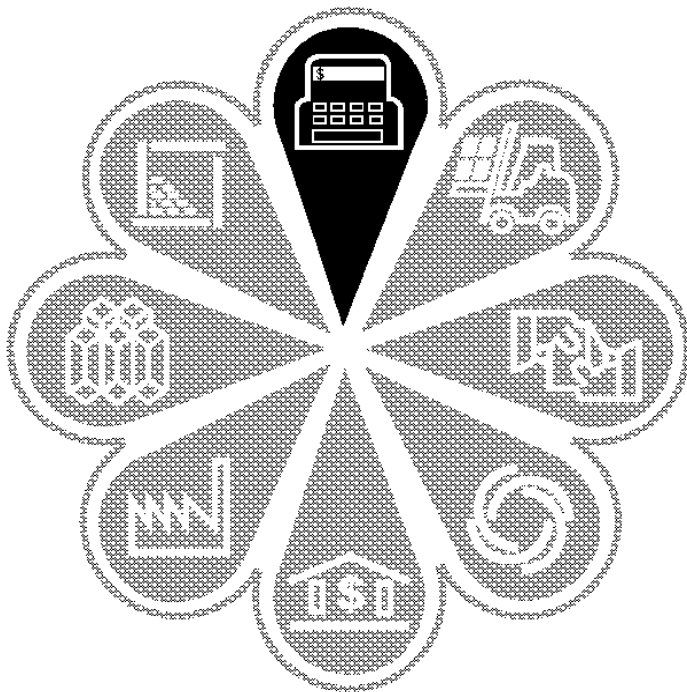
Census of

Retail Trade

RC92-A-20

GEOGRAPHIC AREA SERIES

Maine



1992 Census of Retail Trade

RC92-A-20

GEOGRAPHIC AREA SERIES

Maine

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Economics and Statistics Administration
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If you have any questions concerning the statistics in this report, call 301-763-7038.



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Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

The economic census is the major source of facts about the structure and functioning of the Nation's economy. It provides essential information for government, business, industry, and the general public.

The economic census furnishes an important part of the framework for such composite measures as the gross domestic product, input/output measures, production and price indexes, and other statistical series that measure short-term changes in economic conditions.

Policymaking agencies of the Federal Government use the data, especially in monitoring economic activity and providing assistance to business.

State and local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.

Trade associations study trends in their own and competing industries and keep their members informed of market changes.

Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

AUTHORITY AND SCOPE

Title 13 of the United States Code (sections 131, 191, and 224) directs the Census Bureau to take the economic census every 5 years, covering years ending in 2 and 7. The 1992 Economic Census consists of the following eight censuses:

- Census of Retail Trade
- Census of Wholesale Trade
- Census of Service Industries
- Census of Financial, Insurance, and Real Estate Industries
- Census of Transportation, Communications, and Utilities
- Census of Manufactures
- Census of Mineral Industries
- Census of Construction Industries

Special programs also cover enterprise statistics and minority-owned and women-owned businesses. (The 1992 Census of Agriculture and 1992 Census of Governments are conducted separately.) The next economic census is scheduled to be taken in 1998 covering the year 1997.

AVAILABILITY OF THE DATA

The results of the economic census are available in printed reports for sale by the U.S. Government Printing Office and on compact discs for sale by the Census Bureau. Order forms for all types of products are available on request from Customer Services, Bureau of the Census, Washington, DC 20233-8300. A more complete description of publications being issued from this census is on the inside back cover of this document.

Census facts are also widely disseminated by trade associations, business journals, and newspapers. Volumes containing census statistics are available in most major public and college libraries. Finally, State data centers in every State as well as business and industry data centers in many States also supply economic census statistics.

WHAT'S NEW IN 1992

The 1992 Economic Census covers more of the economy than any previous census. New for 1992 are data on communications, utilities, finance, insurance, and real estate, as well as coverage of more transportation industries. The economic, agriculture, and governments censuses now collectively cover nearly 98 percent of all economic activity.

Among other changes, new 1992 definitions affect the boundaries of about a third of all metropolitan areas. Also, the Survey of Women-Owned Businesses has now been expanded to include all corporations.

HISTORICAL INFORMATION

The economic census has been taken as an integrated program at 5-year intervals since 1967 and before that for 1963, 1958, and 1954. Prior to that time, the individual subcomponents of the economic census were taken separately at varying intervals.

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for 1840 and subsequent censuses to include mining and some commercial activities. In 1902, Congress established a permanent Census Bureau and directed that a census of manufactures be taken every 5 years. The 1905 Manufactures Census was the first time a census was taken apart from the regular every-10-year population census.

The first census of business was taken in 1930, covering 1929. Initially it covered retail and wholesale trade and construction industries, but it was broadened in 1933 to include some of the service trades.

The 1954 Economic Census was the first census to be fully integrated—providing comparable census data across economic sectors, using consistent time periods, concepts, definitions, classifications, and reporting units. It was the first census to be taken by mail, using lists of firms provided by the administrative records of other Federal agencies. Since 1963, administrative records also have been used to provide basic statistics for very small firms, reducing or eliminating the need to send them census questionnaires. The Enterprise Statistics Program, which publishes combined data from the economic census, was made possible with the implementation of the integrated census program in 1954.

The range of industries covered in the economic censuses has continued to expand. The census of construction industries began on a regular basis in 1967, and the scope of service industries was broadened in 1967, 1977, and 1987. The census of transportation began in 1963 as a set of surveys covering travel, transportation of commodities, and trucks, but expanded in 1987 to cover business establishments in several transportation industries. For 1992, these statistics are incorporated into a broadened census of transportation, communications, and utilities. Also new for 1992 is the census of financial, insurance, and real estate industries. This is part of a gradual expansion in coverage of industries previously subjected to government regulation.

The Survey of Minority-Owned Business Enterprises was first conducted as a special project in 1969 and was incorporated into the economic census in 1972 along with the Survey of Women-Owned Businesses.

An economic census has also been taken in Puerto Rico since 1909, in the Virgin Islands of the United States and Guam since 1958, and in the Commonwealth of the Northern Mariana Islands since 1982.

Statistical reports from the 1987 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. All of the census data published since 1967 are still available for sale on microfiche from the Census Bureau.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

While the census provides complete enumerations every 5 years, there are many needs for more frequent data as well. The Census Bureau conducts a number of monthly, quarterly, and annual surveys, with the results appearing in publication series such as Current Business Reports (retail and wholesale trade and service industries), the Annual Survey of Manufactures, Current Industrial Reports, and the Quarterly Financial Report. Most of these surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the census. The County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county.

SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for each of the economic censuses and related surveys is published in the *Guide to the 1992 Economic Census and Related Statistics*. More information on the methodology, procedures, and history of the census will be published in the *History of the 1992 Economic Census*. Contact Customer Services for information on availability.

Census of Retail Trade

GENERAL

The 1992 Census of Retail Trade, part of the 1992 Economic Census, covered retail trade as defined in the *Standard Industrial Classification Manual: 1987*¹ (SIC). It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. The census excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. Data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government were not included. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as warehouses) to retail establishments within the same organization. Data for auxiliaries are presented in a subsequent report issued as part of the 1992 Enterprise Statistics reports.

For the 1992 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Census Bureau by mail. For most very small firms, including those with no paid employees, data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld.

¹*Standard Industrial Classification Manual: 1987*. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Stock No. 041-001-00314-2.

GEOGRAPHIC AREAS COVERED

This report series presents data for the following areas:

1. The United States as a whole.
2. Each State and the District of Columbia.
3. Each consolidated metropolitan statistical area (CMSA) and primary metropolitan statistical area (PMSA) defined by the Office of Management and Budget (OMB) as of June 30, 1993. A CMSA is an area used to facilitate the presentation and analysis of data for large concentrations of metropolitan populations. It includes two or more contiguous PMSA's which have a population of at least 1,000,000² and which meet specific criteria of urban character and of social and economic integration.
4. Each metropolitan statistical area (MSA) defined by the OMB as of June 30, 1993. An MSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants.² Each MSA consists of one or more counties meeting standards of metropolitan character; in New England, cities and towns rather than counties are the component geographic units.
5. The area within the State outside metropolitan areas (MA's).
6. Each county or county equivalent.³ Counties are the primary divisions of States, except in Louisiana where they are called parishes and in Alaska where they are called boroughs and census areas. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their States. These places are treated as counties and as places.
7. Each consolidated city.³ Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
8. Each municipality of 2,500 inhabitants or more incorporated as a city, borough, village, or town.^{2 3} For the economic census, boroughs and census areas in Alaska and boroughs in New York are not included in this category.

²According to the 1990 Census of Population or subsequent special census.

³Those defined as of January 1, 1992.

9. Special economic urban areas (SEUA's), which include townships in Michigan, New Jersey, and Pennsylvania and towns in New York, Wisconsin, and the six New England States with 10,000 inhabitants or more.⁴

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars; i.e., 1992 data are expressed in 1992 dollars and 1987 data in 1987 dollars. Consequently, when making comparisons to prior years, users of the data should consider the inflation that has occurred.

RELIABILITY OF DATA

All data compiled in this report originated from either census questionnaires or administrative records of other Federal agencies and, therefore, are not subject to sampling errors. However, the data are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, and estimation for missing or misreported data.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Census Bureau obtains on computer tape limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication. For an indication of the extent that data included in these reports were obtained from the administrative records of other Federal agencies and from estimation, rather than reports directly from respondents, see appendix E. Also, see appendix A for a more detailed explanation of census coverage and methodology.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1992 Census of Retail Trade may be obtained, depending on availability of time and personnel, on diskette, computer tape, or in

⁴According to the 1990 Census of Population or subsequent special census.

tabular form. The data will be in summary form and subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief, Services Division, Bureau of the Census, Washington, DC 20233.

To discuss a special tabulation before submitting specifications, call 1-800-541-8345.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

–	Represents zero.
(D)	Withheld to avoid disclosing data for individual companies; data are included in broader kind-of-business totals.
(IC)	Independent city.
(NA)	Not available.
(NC)	Not comparable.
(X)	Not applicable.
CMSA	Consolidated metropolitan statistical area.
MA	Metropolitan area.
MSA	Metropolitan statistical area.
n.e.c.	Not elsewhere classified.
PMSA	Primary metropolitan statistical area.
pt.	Part.
r	Revised.
SIC	Standard industrial classification.

The following symbols are used in this publication to show employment size ranges for employment data that has been withheld to avoid disclosing data for individual companies (employment size range codes are provided for the first time in the 1992 Economic Census):

Symbol Employment Size

AA	0–19
BB	20–99
CC	100–249
EE	250–499
FF	500–999
GG	1,000–2,499
HH	2,500–4,999
II	5,000–9,999
JJ	10,000–24,999
KK	25,000–49,999
LL	50,000–99,999
MM	100,000 or more

Users' Guide for Locating Statistics in This Report by Table Number

Information shown in tables	Table									
	1	2	3	4	5	6	7	8	9	10
GEOGRAPHIC AREAS										
The State	X	X	X							
CMSA's and MSA's in the State							X			
PMSA's in the State							X			
Area of the State not in any CMSA, PMSA, or MSA								X		
Counties in the State				X		¹ X				X
Places in the State				² X	¹ X				² X	
DATA ITEMS³										
Establishments	X		X	X	X	X	X	X	X	
Sales	X		X	X	X	X	X	X	X	
Annual payroll	X		X	X	X	X	X	X	X	
First-quarter payroll	X		X	X	X	X	X	X	X	
Paid employees for pay period including March 12, 1992	X		X	X	X	X	X	X	X	
Sales per establishment		X								
Sales per employee		X								
Annual payroll per employee		X								
Employees per establishment		X								
1987 to 1992 comparative statistics (establishments, sales, payroll, employees)			X							
Counties ranked by volume of 1992 sales										X
Places ranked by volume of 1992 sales									² X	

¹Includes areas with 350 retail establishments or more.

²Includes places with 2,500 inhabitants or more, according to the 1990 Census of Population or subsequent special census.

³See Explanation of Terms, appendix A.

Users' Guide for Locating Statistics in the 1992 Census of Retail Trade Reports

Report and geographic area	Information shown in reports by kind of business or industry category										
	Number of establishments	Sales (\$1,000)	Payroll (\$1,000)	Number of employees	Selected ratios and rankings	Merchandise line sales	Sales size and employment size of establishments and firms	Concentration ratios of largest firms	Single units and multi-units	Legal form of organization	Selected topics
GEOGRAPHIC AREA SERIES											
United States	X	X	X	X	X						
State	X	X	X	X	X						
CMSA, PMSA, MSA	X	X	X	X	X						
County	X	X	X	X	X						
Place	X	X	X	X	X						
NONEMPLOYER STATISTICS SERIES											
United States	¹ X	¹ X					² X			X	
State	¹ X	¹ X									
CMSA, PMSA, MSA	X	X									
County	^{1 3} X	^{1 3} X									
Place	^{1 3} X	^{1 3} X									
ESTABLISHMENT AND FIRM SIZE (INCLUDING LEGAL FORM OF ORGANIZATION)											
United States	X	X	X	X			X	X	X	X	
MEASURES OF VALUE PRODUCED, CAPITAL EXPENDITURES, DEPRECIABLE ASSETS, AND OPERATING EXPENSES											
United States		X	X							X	⁴ X
MERCHANDISE LINE SALES											
United States	X	X					X				
State	³ X	³ X					³ X				
CMSA, PMSA, MSA	³ X	³ X					³ X				
MISCELLANEOUS SUBJECTS											
United States	X	X	X	X							⁵ X
State	X	X	X	X							⁵ X
CMSA, PMSA, MSA	X	X	X	X							⁵ X
ZIP CODES											
State	³ X	³ X	³ X	³ X			³ X				

See footnotes at end of table.

Report and geographic area	Information shown in reports by kind of business or industry category										
	Number of establishments	Sales (\$1,000)	Payroll (\$1,000)	Number of employees	Selected ratios and rankings	Merchandise line sales	Sales size and employment size of establishments and firms	Concentration ratios of largest firms	Single units and multi-units	Legal form of organization	Selected topics
SPECIAL REPORT SERIES—SELECTED STATISTICS											
United States	¹ X	¹ X	X	X	X						^{6 7} X
State	X	X	X	X	X						^{6 7} X
CMSA, MSA	X	X	X	X	X						^{6 7} X

¹Includes data for all establishments, establishments with payroll, and establishments without payroll, by kind of business.

²Data available by sales size of establishments without payroll only.

³Data available on CD-ROM only.

⁴Includes value produced, capital expenditures, depreciable assets, and selected operating expenses detail.

⁵For United States, States, and MA's, includes data on number of gasoline pumps and gallon sales of gasoline and other automotive fuels; storage capacity and number of tanks; establishments offering self-service sale of gasoline; on seating capacity and average cost per meal; on the number of pharmacists, number of prescriptions filled, and percent of prescriptions paid for by third parties; and floor space by selected kind of business. For United States and States only, includes data on number of automotive service bays, number of automotive mechanics, number of boat docking/storage slips, principal type of supplier, gasoline service stations operating 24 hours, shoe stores operating as self-service and concessions, types of food service, types of menus, percent of food and beverage sales by day-part, franchise holders, concession operators, contract feeding and automatic merchandising machine operators, number of opticians, part- and full-time employment, class of customer, and leased departments.

⁶Includes percent of retail sales in MA's, in non-MA's, in central cities, and outside central cities within MA's.

⁷Includes percent of retail sales inside and outside central cities within each individual MA.

Contents

Maine

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Publication Program Inside back cover

Summary of Findings

Data from the 1992 Census of Retail Trade show that Maine's 9,270 retail stores with payroll had sales totaling \$10.3 billion. In 1987, 9,204 retail stores had sales of \$8.7 billion. The 1992 data represent an increase of 18.9 percent in total retail sales for the State.

For establishments with payroll in 1992, sales of grocery stores accounted for 21.7 percent of the State's total sales by retailers compared with 19.9 percent in 1987. Other leading retail kinds of business in 1992 were new and used car dealers with 13.9 percent of sales, gasoline service stations with 6.4 percent, and department stores (including leased departments) with 6.4 percent.

For 1992, sales for establishments with payroll in the State averaged \$1.1 million per establishment, compared with \$940 thousand in 1987. In 1992, department stores (including leased departments) averaged \$9.8 million per establishment; new and used car dealers, \$8.3 million; lumber and other building materials dealers, \$2.1 million; miscellaneous general merchandise stores, \$2.1 million; and grocery stores, \$2.0 million.

For retail establishments with payroll, 1992 sales per employee averaged \$114 thousand. New and used car dealers had sales per employee of \$335 thousand, which contrasts sharply with the \$30 thousand per employee average for restaurants.

The 1992 payroll of retailers in the State amounted to \$1.1 billion, compared with \$959 million for 1987. Payroll as a percent of sales of establishments with payroll averaged 10.9 percent for all retailers, 29.5 percent for retail bakeries, compared with 6.9 percent for gasoline service stations.

There were 90,051 paid employees (full- and part-time) engaged in retail trade in the State as of mid-March 1992, compared with 91,991 employees in 1987. Large employers included grocery stores with 16,956 employees, restaurants with 15,023 employees, and refreshment places with 8,977 employees.

Figure 1. **Percent Change in Sales and Annual Payroll: 1987 to 1992**

(Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text)

Sales
 Payroll

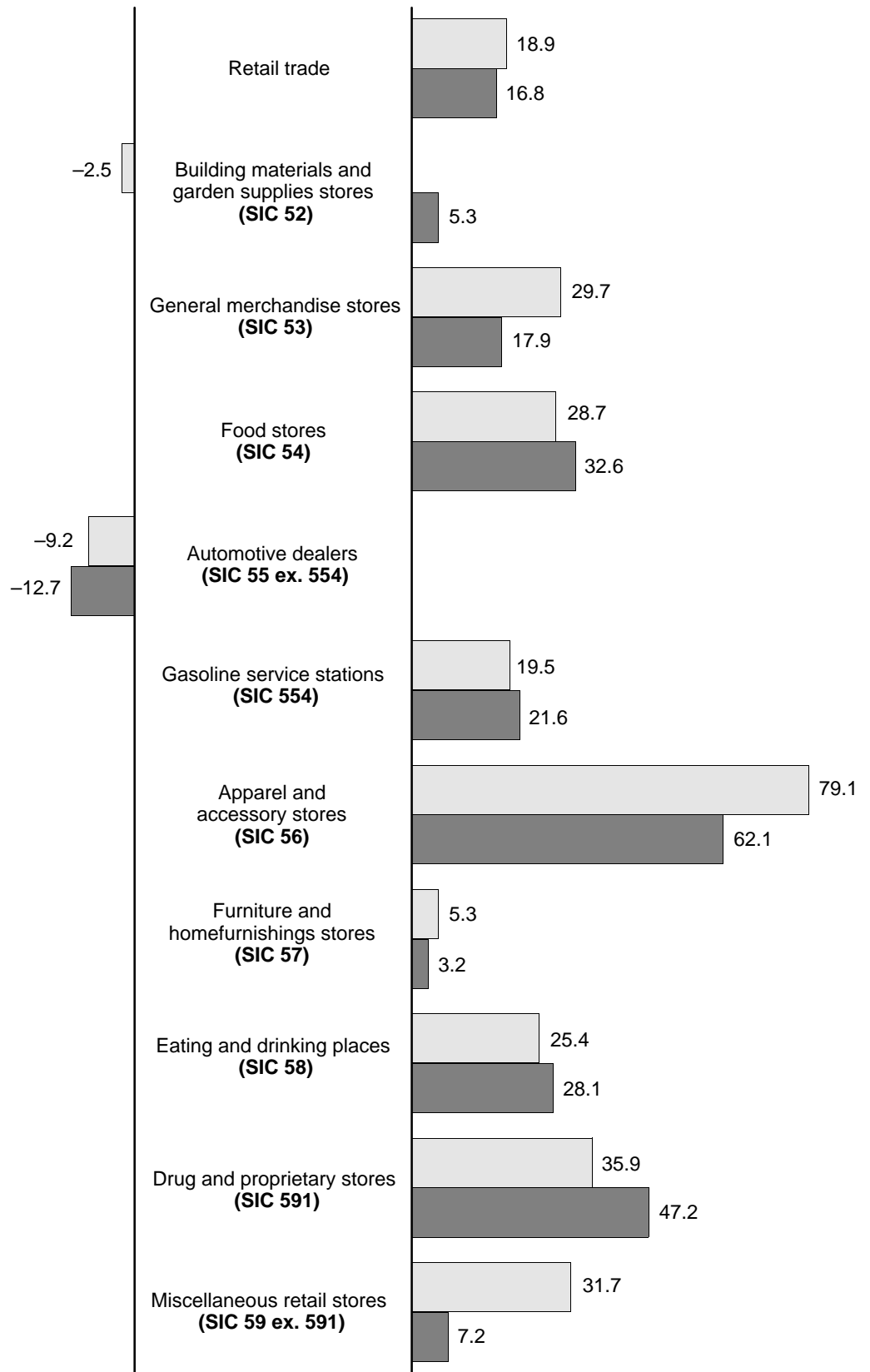
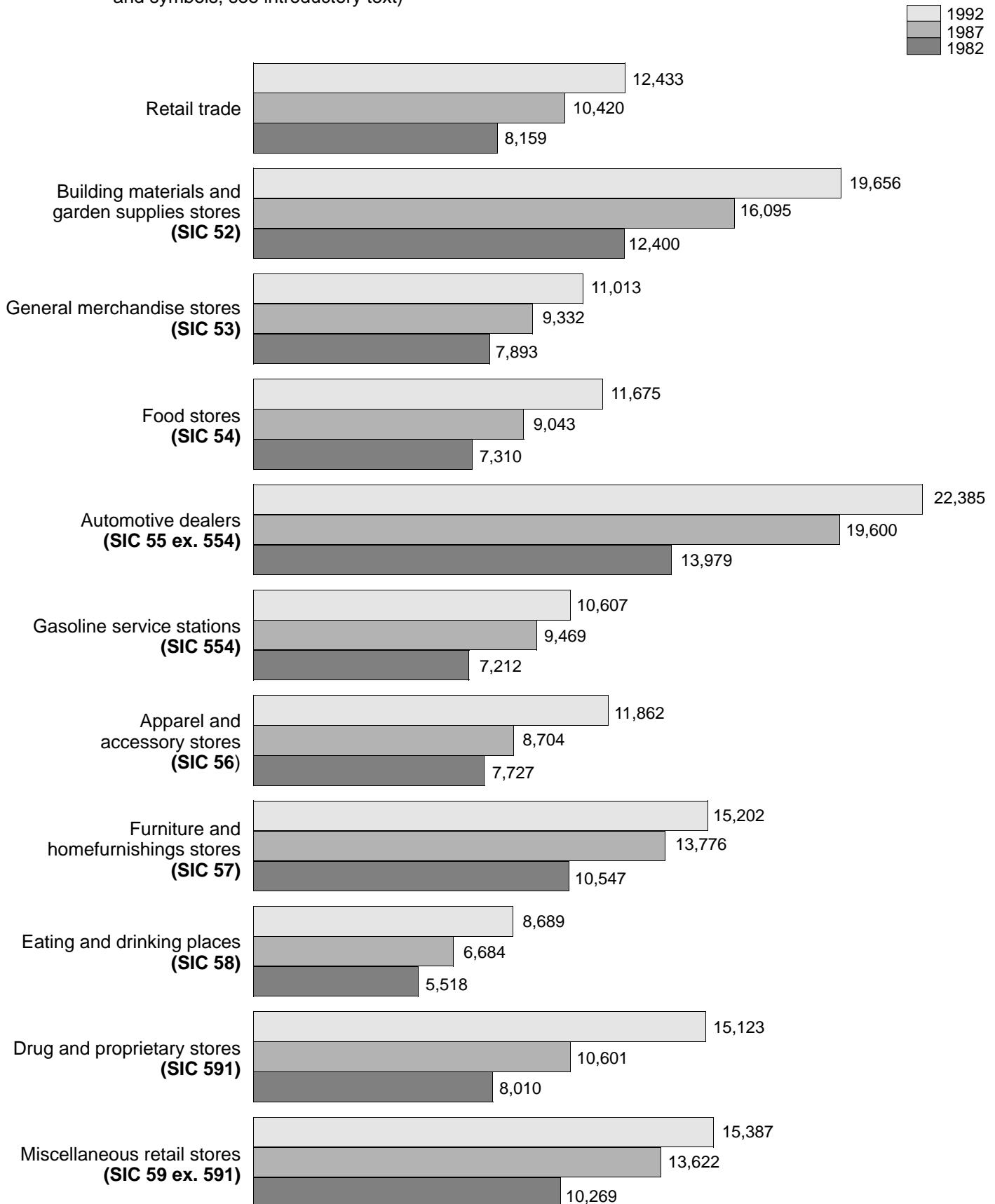


Figure 2. **Annual Payroll Per Employee: 1992, 1987, and 1982**

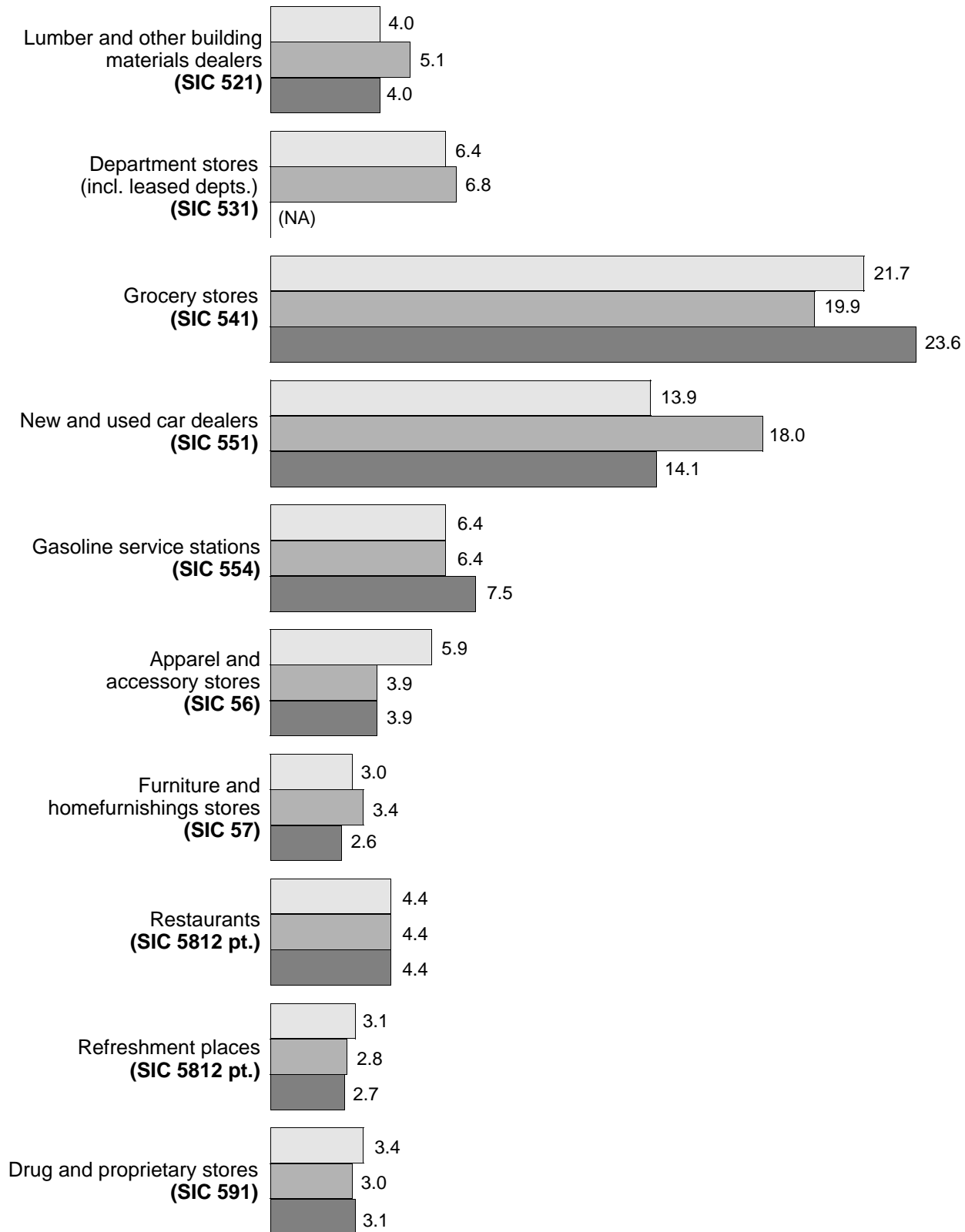
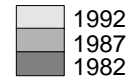
(In dollars. Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text)



Note: Data are based on 1987 Standard Industrial Classification.

Figure 3. **Percent of Total Retail Sales by Selected Kinds of Business: 1992, 1987, and 1982**

(Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text)



Note: Data are based on 1987 Standard Industrial Classification.



Table 5. Summary Statistics for Places With 350 Establishments or More: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First- quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
BANGOR						
	Retail trade	431	737 926	77 081	17 287	6 232
52	Building materials and garden supplies stores	21	27 423	3 310	774	168
521, 3	Building materials and supply stores	13	20 865	2 264	530	109
525	Hardware stores	4	2 248	437	96	31
526	Retail nurseries, lawn and garden supply stores	2	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers	2	(D)	(D)	(D)	BB
53	General merchandise stores	16	178 336	14 040	3 313	1 255
531	Department stores (incl. leased depts.) ^{1 2}	7	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	7	(D)	(D)	(D)	FF
533	Variety stores	3	1 516	119	31	16
539	Miscellaneous general merchandise stores	6	(D)	(D)	(D)	EE
54	Food stores	44	112 314	10 210	2 374	774
541	Grocery stores	33	108 364	9 445	2 204	700
542	Meat and fish (seafood) markets	2	(D)	(D)	(D)	AA
546	Retail bakeries	5	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores	4	(D)	(D)	(D)	AA
55 ex. 554	Automotive dealers	21	173 963	12 611	2 651	524
551	New and used car dealers	10	(D)	(D)	(D)	EE
552	Used car dealers	6	(D)	(D)	(D)	AA
553	Auto and home supply stores	5	(D)	(D)	(D)	BB
555, 6, 7, 9	Miscellaneous automotive dealers	-	-	-	-	-
554	Gasoline service stations	21	35 742	2 789	614	241
56	Apparel and accessory stores	53	44 456	4 641	1 067	432
561	Men's and boys' clothing and accessory stores	5	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores	19	(D)	(D)	(D)	CC
562	Women's clothing stores	15	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores	4	1 110	201	47	27
565	Family clothing stores	8	(D)	(D)	(D)	BB
566	Shoe stores	18	(D)	(D)	(D)	CC
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	BB
57	Furniture and home furnishings stores	33	27 724	2 946	682	187
5712	Furniture stores	8	(D)	(D)	(D)	BB
5713, 4, 9	Home furnishings stores	9	6 130	735	178	41
572	Household appliance stores	3	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores	13	(D)	(D)	(D)	BB
58	Eating and drinking places	106	60 659	16 619	3 407	1 818
5812	Eating places	99	(D)	(D)	(D)	GG
5812 pt.	Restaurants	43	28 533	9 204	1 882	993
5812 pt.	Cafeterias	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places	43	21 778	4 932	1 055	636
5812 pt.	Other eating places	12	(D)	(D)	(D)	CC
5813	Drinking places	7	(D)	(D)	(D)	BB
591	Drug and proprietary stores	12	18 252	2 118	517	159
59 ex. 591	Miscellaneous retail stores	104	59 057	7 797	1 888	674
592	Liquor stores	3	(D)	(D)	(D)	AA
593	Used merchandise stores	5	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores	51	33 158	3 682	858	339
5941	Sporting goods stores and bicycle shops	7	(D)	(D)	(D)	BB
5942	Book stores	9	(D)	(D)	(D)	BB
5944	Jewelry stores	11	(D)	(D)	(D)	BB
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	24	19 812	2 064	443	187
596	Nonstore retailers	10	11 681	2 199	534	170
598	Fuel dealers	3	1 448	119	32	7
5992	Florists	5	1 403	283	66	29
5993	Tobacco stores and stands	-	-	-	-	-
5994	News dealers and newsstands	1	(D)	(D)	(D)	AA
5995	Optical goods stores	7	1 803	324	92	25
5999	Miscellaneous retail stores, n.e.c.	19	(D)	(D)	(D)	BB

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First- quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
PORTLAND						
	Retail trade	621	1 038 746	101 014	24 672	7 768
52	Building materials and garden supplies stores	25	36 592	4 712	1 104	230
521, 3	Building materials and supply stores	13	29 801	3 358	788	139
525	Hardware stores	9	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores	2	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers	1	(D)	(D)	(D)	AA
53	General merchandise stores	11	45 647	3 437	825	305
531	Department stores (incl. leased depts.) ^{1 2}	1	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	1	(D)	(D)	(D)	BB
533	Variety stores	6	3 434	392	89	41
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	CC
54	Food stores	79	151 455	16 212	3 710	1 366
541	Grocery stores	59	142 718	14 392	3 339	1 226
542	Meat and fish (seafood) markets	9	4 320	328	63	31
546	Retail bakeries	9	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores	2	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers	20	60 074	5 492	1 278	239
551	New and used car dealers	3	45 373	3 639	782	120
552	Used car dealers	4	1 343	70	17	7
553	Auto and home supply stores	10	6 924	1 193	278	61
555, 6, 7, 9	Miscellaneous automotive dealers	3	6 434	590	201	51
554	Gasoline service stations	25	32 019	2 222	505	155
56	Apparel and accessory stores	37	26 100	3 761	886	292
561	Men's and boys' clothing and accessory stores	2	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores	15	4 465	660	241	52
562	Women's clothing stores	13	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	AA
565	Family clothing stores	7	13 392	2 058	461	162
566	Shoe stores	10	5 378	464	91	45
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	BB
57	Furniture and home furnishings stores	35	22 478	3 440	786	215
5712	Furniture stores	12	10 469	1 966	419	106
5713, 4, 9	Home furnishings stores	8	(D)	(D)	(D)	BB
572	Household appliance stores	2	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores	13	7 258	972	258	56
58	Eating and drinking places	233	99 482	27 261	6 156	3 054
5812	Eating places	200	90 602	25 259	5 706	2 773
5812 pt.	Restaurants	93	46 412	14 237	3 248	1 564
5812 pt.	Cafeterias	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places	84	37 145	8 919	1 951	972
5812 pt.	Other eating places	22	(D)	(D)	(D)	CC
5813	Drinking places	33	8 880	2 002	450	281
591	Drug and proprietary stores	20	32 401	4 151	1 016	278
59 ex. 591	Miscellaneous retail stores	136	532 498	30 326	8 406	1 634
592	Liquor stores	4	(D)	(D)	(D)	BB
593	Used merchandise stores	10	(D)	(D)	(D)	BB
594	Miscellaneous shopping goods stores	62	(D)	(D)	(D)	EE
5941	Sporting goods stores and bicycle shops	10	(D)	(D)	(D)	BB
5942	Book stores	13	(D)	(D)	(D)	BB
5944	Jewelry stores	7	8 784	1 107	387	53
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	32	8 907	1 172	272	125
596	Nonstore retailers	18	(D)	(D)	(D)	FF
598	Fuel dealers	8	(D)	(D)	(D)	BB
5992	Florists	9	(D)	(D)	(D)	BB
5993	Tobacco stores and stands	1	(D)	(D)	(D)	AA
5994	News dealers and newsstands	-	-	-	-	-
5995	Optical goods stores	3	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c.	21	(D)	(D)	(D)	BB

¹Includes sales from catalog order desks.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First- quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
ANDROSCOGGIN COUNTY						
	Retail trade	678	924 813	89 793	20 854	7 506
52	Building materials and garden supplies stores	41	38 089	4 771	976	253
521, 3	Building materials and supply stores	19	26 178	3 221	625	150
525	Hardware stores	14	7 360	1 115	259	72
526	Retail nurseries, lawn and garden supply stores	6	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers	2	(D)	(D)	(D)	AA
53	General merchandise stores	36	120 884	11 448	2 818	1 033
531	Department stores (incl. leased depts.) ^{1 2}	8	84 461	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	8	82 903	8 787	2 192	780
533	Variety stores	19	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores	9	(D)	(D)	(D)	CC
54	Food stores	95	203 137	18 862	4 355	1 586
541	Grocery stores	69	195 412	17 475	4 072	1 426
542	Meat and fish (seafood) markets	3	(D)	(D)	(D)	AA
546	Retail bakeries	10	3 566	951	202	116
543, 4, 5, 9	Other food stores	13	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers	47	117 412	8 749	1 994	413
551	New and used car dealers	7	85 076	5 227	1 248	238
552	Used car dealers	17	11 423	628	125	30
553	Auto and home supply stores	18	12 628	2 169	492	108
555, 6, 7, 9	Miscellaneous automotive dealers	5	8 285	725	129	37
554	Gasoline service stations	52	53 681	3 391	842	359
56	Apparel and accessory stores	48	25 899	2 894	693	331
561	Men's and boys' clothing and accessory stores	6	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores	18	9 591	1 041	236	145
562	Women's clothing stores	16	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	AA
565	Family clothing stores	7	6 865	646	181	77
566	Shoe stores	16	7 214	882	191	70
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores	50	23 272	3 051	774	215
5712	Furniture stores	13	5 834	779	174	50
5713, 4, 9	Home furnishings stores	14	6 410	883	225	56
572	Household appliance stores	6	3 990	469	140	33
573	Radio, television, computer, and music stores	17	7 038	920	235	76
58	Eating and drinking places	164	59 091	16 502	3 769	2 113
5812	Eating places	152	57 095	16 147	3 674	2 038
5812 pt.	Restaurants	67	26 863	8 384	1 982	1 074
5812 pt.	Cafeterias	1	(D)	(D)	(D)	CC
5812 pt.	Refreshment places	67	23 931	5 601	1 195	771
5812 pt.	Other eating places	17	(D)	(D)	(D)	BB
5813	Drinking places	12	1 996	355	95	75
591	Drug and proprietary stores	18	26 940	3 276	759	221
59 ex. 591	Miscellaneous retail stores	127	256 408	16 849	3 874	982
592	Liquor stores	3	(D)	(D)	(D)	AA
593	Used merchandise stores	9	(D)	(D)	(D)	BB
594	Miscellaneous shopping goods stores	49	(D)	(D)	(D)	CC
5941	Sporting goods stores and bicycle shops	13	4 403	429	112	35
5942	Book stores	7	(D)	(D)	(D)	BB
5944	Jewelry stores	8	3 992	605	146	49
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	21	6 817	961	204	110
596	Nonstore retailers	12	(D)	(D)	(D)	EE
598	Fuel dealers	13	32 618	2 868	721	136
5992	Florists	16	(D)	(D)	(D)	BB
5993	Tobacco stores and stands	1	(D)	(D)	(D)	AA
5994	News dealers and newsstands	2	(D)	(D)	(D)	AA
5995	Optical goods stores	3	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c.	19	(D)	(D)	(D)	CC

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First- quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
AROOSTOOK COUNTY						
	Retail trade	646	608 752	62 353	14 435	5 918
52	Building materials and garden supplies stores	44	35 729	4 120	807	224
521, 3	Building materials and supply stores	23	27 134	3 069	613	150
525	Hardware stores	15	6 236	619	126	45
526	Retail nurseries, lawn and garden supply stores	5	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers	1	(D)	(D)	(D)	AA
53	General merchandise stores	28	62 331	5 346	1 241	552
531	Department stores (incl. leased depts.) ^{1 2}	5	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	5	(D)	(D)	(D)	EE
533	Variety stores	10	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores	13	21 915	2 039	498	180
54	Food stores	111	168 220	14 189	3 402	1 533
541	Grocery stores	107	167 337	14 104	3 387	1 524
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	AA
546	Retail bakeries	3	(D)	(D)	(D)	AA
543, 4, 5, 9	Other food stores	—	—	—	—	—
55 ex. 554	Automotive dealers	55	106 574	8 623	2 006	497
551	New and used car dealers	20	80 680	6 265	1 478	328
552	Used car dealers	10	7 777	504	113	49
553	Auto and home supply stores	17	11 430	1 505	330	95
555, 6, 7, 9	Miscellaneous automotive dealers	8	6 687	349	85	25
554	Gasoline service stations	72	74 646	5 809	1 392	586
56	Apparel and accessory stores	46	21 507	2 109	489	219
561	Men's and boys' clothing and accessory stores	4	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores	19	4 596	456	114	68
562	Women's clothing stores	19	4 596	456	114	68
563	Women's accessory and specialty stores	—	—	—	—	—
565	Family clothing stores	10	11 363	1 019	227	97
566	Shoe stores	12	4 098	380	70	30
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores	29	13 062	1 874	419	125
5712	Furniture stores	11	7 078	1 076	242	66
5713, 4, 9	Home furnishings stores	4	(D)	(D)	(D)	AA
572	Household appliance stores	3	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores	11	3 307	408	87	36
58	Eating and drinking places	117	38 077	9 556	2 149	1 445
5812	Eating places	105	36 259	9 275	2 081	1 377
5812 pt.	Restaurants	48	14 986	4 164	968	651
5812 pt.	Cafeterias	—	—	—	—	—
5812 pt.	Refreshment places	42	17 831	4 087	885	663
5812 pt.	Other eating places	15	3 442	1 024	228	63
5813	Drinking places	12	1 818	281	68	68
591	Drug and proprietary stores	20	31 024	3 808	854	217
59 ex. 591	Miscellaneous retail stores	124	57 582	6 919	1 676	520
592	Liquor stores	11	(D)	(D)	(D)	BB
593	Used merchandise stores	2	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores	49	11 317	1 560	343	170
5941	Sporting goods stores and bicycle shops	10	3 916	495	102	32
5942	Book stores	6	1 611	277	66	36
5944	Jewelry stores	6	2 091	345	80	37
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	27	3 699	443	95	65
596	Nonstore retailers	13	(D)	(D)	(D)	BB
598	Fuel dealers	19	23 926	2 493	642	143
5992	Florists	14	1 806	329	78	35
5993	Tobacco stores and stands	1	(D)	(D)	(D)	AA
5994	News dealers and newsstands	—	—	—	—	—
5995	Optical goods stores	3	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c.	12	(D)	(D)	(D)	BB

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First- quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
CUMBERLAND COUNTY						
	Retail trade	2 003	2 944 561	324 542	75 412	25 108
52	Building materials and garden supplies stores	99	150 862	17 670	3 907	939
521, 3	Building materials and supply stores	48	114 995	11 274	2 621	539
521	Lumber and other building materials dealers	29	101 053	8 954	2 072	425
523	Paint, glass, and wallpaper stores	19	13 942	2 320	549	114
525	Hardware stores	34	21 695	3 757	811	266
526	Retail nurseries, lawn and garden supply stores	15	(D)	(D)	(D)	CC
527	Manufactured (mobile) home dealers	2	(D)	(D)	(D)	AA
53	General merchandise stores	76	317 315	32 671	7 543	2 647
531	Department stores (incl. leased depts.) 1 2	18	204 908	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) 1	18	200 421	23 810	5 453	1 811
533	Variety stores	35	23 280	2 677	610	285
539	Miscellaneous general merchandise stores	23	93 614	6 184	1 480	551
54	Food stores	247	516 782	52 309	11 679	4 331
541	Grocery stores	181	492 134	47 587	10 645	3 885
542	Meat and fish (seafood) markets	18	10 203	875	170	77
546	Retail bakeries	27	7 994	2 437	541	257
543, 4, 5, 9	Other food stores	21	6 451	1 410	323	112
543	Fruit and vegetable markets	2	(D)	(D)	(D)	BB
544	Candy, nut, and confectionery stores	7	2 022	529	120	49
545	Dairy products stores	3	(D)	(D)	(D)	AA
549	Miscellaneous food stores	9	2 854	542	122	33
55 ex. 554	Automotive dealers	102	393 765	34 487	7 610	1 397
551	New and used car dealers	27	339 261	27 455	5 984	996
552	Used car dealers	20	8 839	886	204	58
553	Auto and home supply stores	40	25 304	3 783	936	209
553 pt.	Auto parts, tires, and accessories stores	40	25 304	3 783	936	209
553 pt.	Home and auto supply stores	—	—	—	—	—
555, 6, 7, 9	Miscellaneous automotive dealers	15	20 361	2 363	486	134
555	Boat dealers	7	8 826	1 387	216	64
556	Recreational vehicle dealers	4	(D)	(D)	(D)	AA
557	Motorcycle dealers	1	(D)	(D)	(D)	AA
559	Automotive dealers, n.e.c.	3	(D)	(D)	(D)	BB
554	Gasoline service stations	103	109 902	7 188	1 721	625
56	Apparel and accessory stores	202	287 701	31 693	7 609	2 420
561	Men's and boys' clothing and accessory stores	23	21 789	2 216	473	180
562, 3	Women's clothing and specialty stores	70	46 812	6 022	1 307	580
562	Women's clothing stores	56	35 641	3 920	1 085	498
563	Women's accessory and specialty stores	14	11 171	2 102	222	82
565	Family clothing stores	39	167 145	18 003	4 658	1 217
566	Shoe stores	51	39 815	3 967	867	297
566 pt.	Men's shoe stores	5	1 496	213	50	15
566 pt.	Women's shoe stores	9	4 017	376	95	39
566 pt.	Children's and juveniles' shoe stores	—	—	—	—	—
566 pt.	Family shoe stores	32	27 627	2 774	592	191
566 pt.	Athletic footwear stores	5	6 675	604	130	52
564, 9	Other apparel and accessory stores	19	12 140	1 485	304	146
564	Children's and infants' wear stores	11	7 982	700	150	91
569	Miscellaneous apparel and accessory stores	8	4 158	785	154	55
57	Furniture and home furnishings stores	134	88 690	11 322	2 549	769
5712	Furniture stores	39	32 466	4 906	1 084	263
5713, 4, 9	Home furnishings stores	47	27 326	3 376	734	305
5713	Floor covering stores	15	(D)	(D)	(D)	BB
5714	Draperies, curtain, and upholstery stores	6	(D)	(D)	(D)	BB
5719	Miscellaneous home furnishings stores	26	16 132	1 827	383	186
572	Household appliance stores	13	8 649	926	214	53
573	Radio, television, computer, and music stores	35	20 249	2 114	517	148
5731	Radio, television, and electronics stores	9	5 838	741	169	45
5734	Computer and software stores	4	2 301	181	28	13
5735	Record and prerecorded tape stores	11	7 727	556	129	54
5736	Musical instrument stores	11	4 383	636	191	36
58	Eating and drinking places	559	250 136	67 590	14 625	7 789
5812	Eating places	510	237 976	64 853	13 986	7 408
5812 pt.	Restaurants	249	125 130	37 341	8 130	4 293
5812 pt.	Cafeterias	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places	205	97 315	23 191	4 865	2 582
5812 pt.	Other eating places	55	(D)	(D)	(D)	FF
5813	Drinking places	49	12 160	2 737	639	381
591	Drug and proprietary stores	46	78 599	9 972	2 453	653
591 pt.	Drug stores	45	(D)	(D)	(D)	FF
591 pt.	Proprietary stores	1	(D)	(D)	(D)	AA

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First- quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
CUMBERLAND COUNTY—Con.						
59 ex. 591	Miscellaneous retail stores -----	435	750 809	59 640	15 716	3 538
592	Liquor stores -----	12	15 815	1 375	343	87
593	Used merchandise stores -----	31	(D)	(D)	(D)	BB
594	Miscellaneous shopping goods stores -----	201	110 532	13 357	3 345	1 193
5941	Sporting goods stores and bicycle shops -----	45	30 947	3 556	911	306
5941 pt.	General line sporting goods stores -----	20	20 572	2 253	614	198
5941 pt.	Specialty line sporting goods stores -----	25	10 375	1 303	297	108
5942	Book stores -----	28	14 680	1 756	428	176
5944	Jewelry stores -----	24	21 258	3 117	930	200
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	104	43 647	4 928	1 076	511
5943	Stationery stores -----	3	973	103	27	8
5945	Hobby, toy, and game shops -----	26	17 966	1 552	332	166
5946	Camera and photographic supply stores -----	6	2 772	416	96	22
5947	Gift, novelty, and souvenir shops -----	57	15 678	2 074	451	219
5948	Luggage and leather goods stores -----	3	982	126	21	9
5949	Sewing, needlework, and piece goods stores -----	9	5 276	657	149	87
596	Nonstore retailers -----	53	(D)	(D)	(D)	GG
5961	Catalog and mail-order houses -----	16	(D)	(D)	(D)	FF
5962	Automatic merchandising machine operators -----	8	(D)	(D)	(D)	BB
5963	Direct selling establishments -----	29	(D)	(D)	(D)	CC
598	Fuel dealers -----	39	98 164	13 874	3 632	596
5983	Fuel oil dealers -----	33	93 732	13 403	3 516	572
5984	Liquefied petroleum gas (bottled gas) dealers -----	4	(D)	(D)	(D)	BB
5989	Fuel dealers, n.e.c. -----	2	(D)	(D)	(D)	AA
5992	Florists -----	25	6 069	1 681	405	160
5993	Tobacco stores and stands -----	1	(D)	(D)	(D)	AA
5994	News dealers and newsstands -----	2	(D)	(D)	(D)	AA
5995	Optical goods stores -----	14	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	57	(D)	(D)	(D)	CC
5999 pt.	Pet shops -----	12	3 191	444	108	54
5999 pt.	Art dealers -----	8	(D)	(D)	(D)	AA
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	37	(D)	(D)	(D)	BB
HANCOCK COUNTY						
	Retail trade -----	550	427 488	50 155	9 830	3 443
52	Building materials and garden supplies stores -----	42	47 478	5 540	1 245	295
521, 3	Building materials and supply stores -----	15	31 728	3 727	866	163
525	Hardware stores -----	17	7 714	1 032	236	79
526	Retail nurseries, lawn and garden supply stores -----	7	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	3	(D)	(D)	(D)	AA
53	General merchandise stores -----	25	24 798	2 288	400	180
531	Department stores (incl. leased depts.) ^{1 2} -----	1	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	1	(D)	(D)	(D)	BB
533	Variety stores -----	11	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	13	8 417	863	121	48
54	Food stores -----	84	120 315	11 338	2 463	839
541	Grocery stores -----	60	107 851	9 840	2 230	755
542	Meat and fish (seafood) markets -----	6	7 239	281	23	5
546	Retail bakeries -----	9	2 127	680	128	53
543, 4, 5, 9	Other food stores -----	9	3 098	537	82	26
55 ex. 554	Automotive dealers -----	36	73 875	6 601	1 422	284
551	New and used car dealers -----	9	57 083	4 477	984	185
552	Used car dealers -----	5	4 627	357	76	13
553	Auto and home supply stores -----	10	4 380	749	168	40
555, 6, 7, 9	Miscellaneous automotive dealers -----	12	7 785	1 018	194	46
554	Gasoline service stations -----	23	22 669	1 710	374	139
56	Apparel and accessory stores -----	33	18 360	2 003	410	141
561	Men's and boys' clothing and accessory stores -----	2	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	9	3 231	301	79	34
562	Women's clothing stores -----	8	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	1	(D)	(D)	(D)	AA
565	Family clothing stores -----	12	10 907	1 325	258	77
566	Shoe stores -----	5	3 241	294	62	23
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	AA
57	Furniture and homefurnishings stores -----	27	13 241	1 678	354	100
5712	Furniture stores -----	4	(D)	(D)	(D)	AA
5713, 4, 9	Homefurnishings stores -----	9	3 389	431	64	20
572	Household appliance stores -----	5	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	9	4 744	485	116	37

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First- quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
HANCOCK COUNTY—Con.						
58	Eating and drinking places	157	41 524	11 442	1 585	992
5812	Eating places	149	40 051	11 074	1 515	960
5812 pt.	Restaurants	101	28 245	8 127	1 031	690
5812 pt.	Cafeterias	—	—	—	—	—
5812 pt.	Refreshment places	38	9 516	2 194	343	222
5812 pt.	Other eating places	10	2 290	753	141	48
5813	Drinking places	8	1 473	368	70	32
591	Drug and proprietary stores	10	13 454	1 598	376	97
59 ex. 591	Miscellaneous retail stores	113	51 774	5 957	1 201	376
592	Liquor stores	5	5 214	334	80	22
593	Used merchandise stores	2	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores	59	17 719	2 380	396	146
5941	Sporting goods stores and bicycle shops	8	3 459	551	139	35
5942	Book stores	10	4 637	630	123	44
5944	Jewelry stores	6	1 817	355	39	17
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	35	7 806	844	95	50
596	Nonstore retailers	8	(D)	(D)	(D)	BB
598	Fuel dealers	13	20 627	1 902	485	104
5992	Florists	8	1 627	370	58	29
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	—	—	—	—	—
5995	Optical goods stores	2	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c.	16	(D)	(D)	(D)	BB
KENNEBEC COUNTY						
	Retail trade	742	1 012 698	111 350	25 745	8 561
52	Building materials and garden supplies stores	47	55 987	8 473	1 776	322
521, 3	Building materials and supply stores	20	40 001	6 501	1 357	191
525	Hardware stores	14	7 599	1 177	276	85
526	Retail nurseries, lawn and garden supply stores	6	813	107	20	15
527	Manufactured (mobile) home dealers	7	7 574	688	123	31
53	General merchandise stores	21	114 572	10 189	2 413	948
531	Department stores (incl. leased depts.) ^{1 2}	7	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	7	(D)	(D)	(D)	FF
533	Variety stores	3	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores	11	41 459	2 503	598	232
54	Food stores	119	238 177	21 647	5 077	1 794
541	Grocery stores	99	227 614	20 136	4 756	1 642
542	Meat and fish (seafood) markets	3	(D)	(D)	(D)	AA
546	Retail bakeries	11	3 265	977	209	120
543, 4, 5, 9	Other food stores	6	(D)	(D)	(D)	AA
55 ex. 554	Automotive dealers	72	274 042	21 200	4 800	941
551	New and used car dealers	21	226 107	16 500	3 644	680
552	Used car dealers	17	14 982	800	154	52
553	Auto and home supply stores	20	16 520	2 641	634	136
555, 6, 7, 9	Miscellaneous automotive dealers	14	16 433	1 259	368	73
554	Gasoline service stations	54	52 253	3 585	912	358
56	Apparel and accessory stores	32	34 289	3 855	954	366
561	Men's and boys' clothing and accessory stores	3	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores	12	8 112	773	188	95
562	Women's clothing stores	12	8 112	773	188	95
563	Women's accessory and specialty stores	—	—	—	—	—
565	Family clothing stores	4	(D)	(D)	(D)	CC
566	Shoe stores	10	5 115	491	111	42
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	BB
57	Furniture and home furnishings stores	47	31 249	5 505	1 231	281
5712	Furniture stores	10	13 128	2 578	619	112
5713, 4, 9	Home furnishings stores	14	5 366	1 104	239	77
572	Household appliance stores	6	3 830	587	135	32
573	Radio, television, computer, and music stores	17	8 925	1 236	238	60
58	Eating and drinking places	194	71 892	18 506	4 071	2 333
5812	Eating places	182	69 265	18 015	3 960	2 270
5812 pt.	Restaurants	81	29 990	9 194	2 116	1 128
5812 pt.	Cafeterias	—	—	—	—	—
5812 pt.	Refreshment places	73	31 405	7 353	1 553	950
5812 pt.	Other eating places	28	7 870	1 468	291	192
5813	Drinking places	12	2 627	491	111	63
591	Drug and proprietary stores	20	34 711	4 604	1 212	308

See footnotes at end of table.

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First- quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT CMSA—Con.					
	Boston, MA-NH PMSA					
	Retail trade -----	20 420	27 058 734	3 512 052	831 159	267 052
	(See appropriate State for SIC detail.)					
	Brockton, MA PMSA					
	Retail trade -----	1 305	1 972 527	238 021	55 060	18 288
	(See appropriate State for SIC detail.)					
	Fitchburg—Leominster, MA PMSA					
	Retail trade -----	844	975 468	111 564	26 430	9 915
	(See appropriate State for SIC detail.)					
	Lawrence, MA-NH PMSA					
	Retail trade -----	1 926	2 451 009	281 424	65 876	22 894
	(See appropriate State for SIC detail.)					
	Lowell, MA-NH PMSA					
	Retail trade -----	1 261	1 371 425	161 633	38 605	14 703
	(See appropriate State for SIC detail.)					
	Manchester, NH PMSA					
	Retail trade -----	1 128	1 607 034	191 134	43 241	14 881
	(See appropriate State for SIC detail.)					
	Nashua, NH PMSA					
	Retail trade -----	1 142	1 875 315	208 694	47 597	15 741
	(See appropriate State for SIC detail.)					
	New Bedford, MA PMSA					
	Retail trade -----	1 053	1 129 571	135 461	31 271	11 980
	(See appropriate State for SIC detail.)					

See footnotes at end of table.

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RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 8. Summary Statistics for the Area Outside Metropolitan Areas: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

Table with 7 columns: SIC code, Kind of business, Establishments (number), Sales (\$1,000), Annual payroll (\$1,000), First-quarter payroll (\$1,000), and Paid employees for pay period including March 12 (number). Rows include categories like Retail trade, Building materials and garden supplies stores, General merchandise stores, Food stores, Automotive dealers, Gasoline service stations, Apparel and accessory stores, Furniture and home furnishings stores, Eating and drinking places, and Drug and proprietary stores.

See footnotes at end of table.

Table 8. Summary Statistics for the Area Outside Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC code	Kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First- quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
59 ex. 591	Miscellaneous retail stores -----	1 104	589 532	72 948	17 231	5 027
592	Liquor stores -----	61	(D)	(D)	(D)	EE
593	Used merchandise stores -----	52	(D)	(D)	(D)	CC
594	Miscellaneous shopping goods stores -----	485	(D)	(D)	(D)	GG
5941	Sporting goods stores and bicycle shops -----	95	(D)	(D)	(D)	EE
5941 pt.	General line sporting goods stores -----	31	(D)	(D)	(D)	CC
5941 pt.	Specialty line sporting goods stores -----	64	18 558	2 030	523	188
5942	Book stores -----	66	(D)	(D)	(D)	EE
5944	Jewelry stores -----	52	(D)	(D)	(D)	CC
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	272	58 815	8 267	1 530	744
5943	Stationery stores -----	8	3 278	611	141	35
5945	Hobby, toy, and game shops -----	37	7 136	986	276	143
5946	Camera and photographic supply stores -----	3	(D)	(D)	(D)	AA
5947	Gift, novelty, and souvenir shops -----	195	38 738	5 213	783	390
5948	Luggage and leather goods stores -----	1	(D)	(D)	(D)	AA
5949	Sewing, needlework, and piece goods stores -----	28	8 634	1 264	295	164
596	Nonstore retailers -----	100	(D)	(D)	(D)	FF
5961	Catalog and mail-order houses -----	57	(D)	(D)	(D)	EE
5962	Automatic merchandising machine operators -----	11	(D)	(D)	(D)	CC
5963	Direct selling establishments -----	32	19 305	3 019	751	150
598	Fuel dealers -----	186	275 399	31 357	8 008	1 634
5983	Fuel oil dealers -----	149	253 951	28 876	7 376	1 486
5984	Liquefied petroleum gas (bottled gas) dealers -----	30	(D)	(D)	(D)	CC
5989	Fuel dealers, n.e.c. -----	7	(D)	(D)	(D)	AA
5992	Florists -----	90	(D)	(D)	(D)	EE
5993	Tobacco stores and stands -----	3	(D)	(D)	(D)	AA
5994	News dealers and newsstands -----	1	(D)	(D)	(D)	AA
5995	Optical goods stores -----	22	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	104	(D)	(D)	(D)	CC
5999 pt.	Pet shops -----	26	(D)	(D)	(D)	BB
5999 pt.	Art dealers -----	17	(D)	(D)	(D)	AA
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	61	(D)	(D)	(D)	CC

¹Includes sales from catalog order desks.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Appendix A.

General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration. Firms in the 1992 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consisted of firms which were not required to file a regular census return and included:
 - a. All nonemployers, i.e., all firms with no paid employment during 1992. Sales information for these firms was obtained from administrative records of other Federal agencies. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$1,000 or more during 1992.

Data on nonemployers are provided in subsequent 1992 Census of Retail Trade reports; Non-employer Statistics (RC92-N-1) and Selected Statistics (RC92-SP-1).

- b. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. (The term "employers" refers to all business firms with one or more paid employees at any time during 1992 as shown in the active administrative records of other Federal agencies.) Although the payroll cutoff varied by kind of business, small employers generally included firms with one to four employees and represented about 10 percent of total retail sales of establishments covered in the census.

Data on sales, payroll, and employment for employer firms below the payroll cutoff were derived or estimated from administrative records of other Federal agencies except for a sample of small employer firms. This sample was included in the mail universe.

2. The mail universe consisted of firms for which information was obtained by means of a mail canvass and included:
 - a. Large employers; i.e., all multiestablishment firms and all employer firms above the payroll size cutoff referred to in section 1b. Within this category, a report of company organization was conducted

periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1991 Report of Company Organization was used as a coverage check in the census. In the 1992 census, all multiestablishment firms were asked to notify the Census Bureau of any establishments for which a form was not received. Report forms were subsequently provided to the firms for these establishments.

- b. A sample of small employer firms referred to in section 1b. These firms were sent the census mailing packages containing the appropriate 1992 questionnaire. For the retail trade sector, the overall sample of small employer firms was 20.6 percent which varied by kind of business.

Method of classifying kinds of business. The retail trade classifications for all establishments were based on the *Standard Industrial Classification Manual: 1987*¹ (SIC). However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universe as follows:

1. The nonmail universe.
 - a. Nonemployers were classified on the basis of information obtained from administrative records of other Federal agencies.
 - b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Census Bureau's current sample surveys or the 1987 census. Otherwise, the classification was obtained from administrative records of other Federal agencies.

If the census or administrative record classifications proved inadequate (none corresponded to a 1992 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1992 census kind-of-business code.

¹*Standard Industrial Classification Manual: 1987*. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Stock No. 041-001-00314-2.

- Establishments in the mail universe were classified on the basis of their self-designation, answers to questions on sales by merchandise line, and other special inquiries.

COMPARABILITY OF THE 1987 AND 1992 CENSUSES

The 1987 and 1992 censuses were conducted under similar conditions and procedures except for the following:

Geographic areas. The boundaries of a number of areas for which data are shown in the 1992 census are not the same as in the 1987 census because of annexations; other boundary changes; and redefinitions of metropolitan statistical areas (MSA's), primary metropolitan statistical areas (PMSA's), and consolidated metropolitan statistical areas (CMSA's).² In addition, data for consolidated cities are included in the 1992 census.

Data for special economic urban areas (SEUA's) with 10,000 inhabitants or more in Michigan, Minnesota, New York, and Wisconsin qualified for publication in the 1992 census. This included townships in Michigan and Minnesota and towns in New York and Wisconsin. However, Minnesota did not have any townships that met the publication criteria.

EXPLANATION OF TERMS

Establishments. An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were derived from a sample and are provided in the retail trade report, *Miscellaneous Subjects* (RC92-S-4). Each retail establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 1992. Appendix G provides a comparison of the number of establishments active any time during the year versus the number in business at the end of the year.

When two activities or more were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that

classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted at a single location under a single ownership, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling shoes within a department store would be considered a separate retail establishment under the "shoe store" classification.

Firms. A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. All establishments of subsidiary firms are included as part of the owning or controlling firm. For the economic census, the terms "firm" and "company" are synonymous.

Sales. Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; sales and receipts of departments or concessions operated by other firms; commissions or receipts from the sale of government lottery tickets; installment payments from leasing of vehicles, equipment, instruments, tools, etc. marketed under capital, finance, or full payout leases; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

Annual payroll. Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick-leave pay, employee contributions to qualified pension plans, and the value of payments in kind (e.g., free meals and lodgings) paid during the year to all

²Newly defined metropolitan areas (MA's) were announced by the Office of Management and Budget (OMB) effective June 30, 1993.

employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service (IRS) on form 941.

First-quarter payroll. This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1992.

Paid employees for pay period including March 12. Paid employees consist of the full- and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Auxiliary establishments. Each company included in this census was asked to identify and separately report auxiliary locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data presented in this report do not include auxiliary establishments. Data for auxiliaries are presented in a subsequent report issued as part of the 1992 Enterprise Statistics reports.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, SIC major groups 52 through 59 in the SIC manual, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are lumber yards; paint, glass, and wallpaper stores; typewriter stores; stationery stores; and gasoline service stations, which sell to both the general public for personal and household consumption and to businesses. These types of stores are included in retail trade even if a higher proportion of their sales is made to other than individuals for personal or household consumption. However, such establishments that sell their products only to institutional or industrial users and to other wholesalers and establishments that sell similar merchandise for use exclusively by business establishments are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

The retail trade industries were covered in the 1992 Economic and Agriculture Census. However, retail establishments of the following types were excluded from census coverage:

1. Federal, State, and local government agencies that sold merchandise, other than liquor stores operated by State and local governments
2. Officers' clubs and officers' open messes (classified based on primary activity with a T/O code of 90); and public school lunch programs except those which operated on a fee or contract basis (classified based on primary activity with a T/O code of 55)

The following types of retail establishments were covered in the census:

1. Appliance stores owned by public utilities if the establishments were primarily engaged in selling appliances to customers
2. Liquor stores operated by State and local governments

Establishments covered by the census were assigned kind-of-business classifications according to the industry classifications defined in the 1987 SIC manual. When a more detailed classification than defined in the SIC manual was needed, additional kinds of business were identified within a SIC industry.

In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food stores classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products. (Information on the extent to which various broad groups of commodities or merchandise lines are sold by different kinds of business is available in the 1992 Census of Retail Trade report, *Merchandise Line Sales*, RC92-S-3.)

Building Materials and Garden Supplies Stores (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn

and garden supplies; and manufactured (mobile) homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as retail in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and other building materials dealers (SIC 521). Establishments primarily engaged in selling lumber, or lumber and a general line of building materials, to the general public. While these establishments may also sell to contractors, they are known as retail in the trade, even if sales to contractors account for a higher proportion of the sales. The lumber they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. For lumber yards, at least 32 percent of sales must be from the sale of lumber and millwork. Hardware is often an important line of retail lumber and building materials dealers. Also included in this group are home centers. These are retail establishments that sell both lumber and building materials and hardware. Additionally, they must sell at least 5 of the following merchandise lines: housewares, tools (power and/or hand), floor coverings, electrical supplies, kitchen cabinets, plumbing and bath supplies, lawn and garden products, paints and/or sundries, windows and/or doors, roofing, wallcoverings, ceiling products and materials, lawn and garden supplies, and appliances. Establishments not selling to the general public or known in the trade as wholesale are classified in SIC 503.

Paint, glass, and wallpaper stores (SIC 523). Establishments primarily engaged in selling paint, glass, and wallpaper, or any combination of these lines, to the general public. While these establishments may also sell to contractors, they are known as retail in the trade, even if sales to contractors account for a higher proportion of the sales. Establishments which do not sell to the general public are classified in wholesale trade.

Hardware stores (SIC 525). Establishments primarily engaged in selling a number of basic hardware lines, such as tools, builders' hardware, locks and other security hardware, paint and glass, housewares, household appliances, cutlery, and building materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail nurseries, lawn and garden supply stores (SIC 526). Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but

may sell some plants which they grow themselves. Establishments primarily engaged in growing trees, shrubs, other plants, seeds, and bulbs are classified in SIC major group 01, and those growing Christmas trees are classified in SIC major group 08.

Manufactured (mobile) home dealers (SIC 527). Establishments primarily engaged in the retail sales of new and used mobile homes, parts and equipment. Establishments primarily selling travel trailers and campers are classified in SIC 5561 and those primarily selling utility trailers are classified in SIC 5599.

General Merchandise Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, catalog showrooms, warehouse clubs, and general stores. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531). Retail stores normally having 50 employees or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the following groups of merchandise:

1. Household linens, dry goods, furniture, home furnishings, appliances, and radio and TV sets
2. A general line of apparel for the family

The employment and lines of merchandise sold in leased departments are both taken into account when classifying a department store.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total store sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the sales of the other group is \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Due to the relatively high level of leased department activity in department stores, department store sales have been separately presented for the following classifications:

Department stores (including leased depts.)

Department stores (excluding leased depts.)

For States and for areas with 10,000 retail establishments or more, the following subcategories of department stores also are presented:

Conventional department stores (SIC 531 pt.). Establishments which satisfy the criteria of a department store (see above) and:

1. Usually provide check-out service and customer assistance (sales persons) within each department
2. May have a catalog order service
3. Are not affiliated with a company which operates similar establishments on a national basis

These stores often sell:

1. Soft goods and hard goods which are primarily nationally advertised brands
2. Appliances which are serviced by another company
3. Limited lines of merchandise through seasonal or special catalogs

Discount or mass merchandising department stores (SIC 531 pt.). Establishments which satisfy the criteria of a department store (see above) and usually:

1. Convey the image of a high-volume, fast turnover outlet selling a variety of merchandise for less than conventional prices
2. Provide centralized check-out service
3. Sell merchandise through self-service with minimal customer assistance provided in any department
4. Do not have a catalog order service

These stores often sell:

1. Soft goods which are usually their own corporate brands or are unbranded
2. Hard goods which are primarily nationally advertised brands
3. Appliances which are serviced by another company

National chain department stores (SIC 531 pt.). Establishments which satisfy the criteria of a department store (see above) and:

1. Usually provide check-out service and customer assistance (sales persons) within each department
2. Usually have a catalog order service
3. Are affiliated with a company which operates similar establishments on a national basis

These stores often sell:

1. Soft goods and hard goods which are their own corporate brands or are unbranded
2. Appliances which are serviced by their own company

Variety stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis, with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, housewares or homefurnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 50 employees, and stores usually known as country or general stores are included here. Also included are most catalog showrooms. Establishments primarily engaged in the retail sales of merchandise by catalog, mail, or television order are classified in SIC 5961.

Warehouse clubs (SIC 539 pt.). Establishments primarily engaged in the retail sale of general lines of merchandise such as groceries; automotive tires, batteries, parts, and accessories; audio and video equipment; household appliances; office equipment and supplies; apparel; and books through warehouse-based operations. These establishments are sometimes known as membership warehouse clubs.

Catalog showrooms (SIC 539 pt.). Establishments primarily engaged in the retail sale of general lines of merchandise such as homefurnishings, housewares, jewelry, radios, televisions, stereo equipment, and sporting goods. Inventory is stored at the location but not usually on display. Customers order using a catalog and wait while the merchandise is being delivered from the stock room.

Other miscellaneous general merchandise stores (SIC 539 pt.). Establishments primarily engaged in the retail sale of several lines of merchandise such as piece goods, men's and women's apparel and accessories, dry goods, hardware, housewares, homefurnishings, and other lines in limited amounts. Included in this industry are stores selling commodities covered in the definition for industry 5311, but normally having less than 50 employees. Also included are stores known as country general stores.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers, and (3) other processed foods and nonedible grocery items. These establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Supermarkets and other general-line grocery stores (SIC 541 pt.). Establishments commonly known as supermarkets, food stores, grocery stores, and food warehouses primarily engaged in the retail sale of a wide variety of grocery store merchandise. Customers normally make large, volume purchases from these stores.

Convenience food stores (SIC 541 pt.). Establishments primarily engaged in the retail sale of a medium variety of canned goods, dairy products, pre-packaged meats, and other grocery items in limited amounts. They also may sell newspapers, magazines, refreshment items, cigarettes, beer, wine, and novelties. Customers normally utilize a convenience store to purchase a few items, whereas grocery stores are utilized for large, volume purchases. Convenience stores normally have a maximum of two check-out counters; less than 2,500 square feet of total under-roof floor space; a small, private parking lot; and hours of operation which normally extend beyond those of traditional grocery stores. Establishments primarily selling convenience store items but also selling gasoline are classified in kind of business 541130.

Convenience food/gasoline stores (SIC 541 pt.). These are establishments that satisfy the criteria of a convenience food store and also sell gasoline; however, gasoline sales may not exceed 49 percent of total sales. Establishments selling convenience store items but primarily selling gasoline are classified in kind of business 554130.

Delicatessens (SIC 541 pt.). Establishments primarily engaged in the retail sale of cold cuts, oven-roasted meats, bread, and other grocery items. They often prepare sandwiches for carry-out and party platters, and may prepare gourmet platters for take-home consumption.

Meat and fish (seafood) markets (SIC 542). Establishments primarily engaged in the retail sale of fresh, frozen or cured meats, fish, shellfish, and other seafoods. They

may also sell poultry, dairy products, eggs, and other commodities. Meat markets may butcher animals on their own account, or they may buy from others. This industry includes freezer and locker meat provisioners. Food locker plants primarily engaged in renting locker space for the storage of food products for individual households are classified in industry 4222. Establishments primarily engaged in the retail sale of food via frozen food plans delivered to households or individuals are classified in SIC 5963, and establishments primarily engaged in the retail sale of poultry are classified in SIC 549.

Fruit and vegetable markets (SIC 543). Establishments primarily selling fresh fruits and fresh vegetables. They frequently also carry a limited line of grocery items. They are often found in public or municipal markets, or roadside stands. However, roadside stands of farmers selling only their own produce are classified in SIC major group 01.

Candy, nut, and confectionery stores (SIC 544). Establishments primarily engaged in selling nuts, popcorn, boxed or bulk candy and other confections such as candied fruits, and chewing gum. Ice cream, frozen yogurt, and soft drinks are often sold in these stores. Candy or confectionery stores making their own products, and candy and popcorn stands in theaters are classified here.

Dairy products stores (SIC 545). Establishments primarily engaged in the retail sale of packaged dairy products such as milk, cream, butter, cheese, and related products to over-the-counter customers. Ice cream and frozen yogurt stands are classified in SIC 5812 and establishments selling ice cream and similar products from trucks or wagons are classified in SIC 5963. Establishments primarily engaged in processing and distributing milk and cream are classified in SIC 2026.

Retail bakeries (SIC 546). Establishments primarily engaged in the retail sale of bakery products. The products may be purchased from others or made on the premises. Establishments manufacturing bakery products for the trade are classified in SIC 2051 and those purchasing bakery products and selling them house to house are classified in SIC 5963.

Retail bakeries—baking and selling (SIC 546 pt.). Establishments selling, over the counter, bakery products such as breads, rolls, cakes, cookies, and pies at least part of which are baked on the premises.

Retail bakeries—selling only (SIC 546 pt.). Establishments primarily engaged in the retail sale of bakery products such as breads, cakes, and pies none of which are produced on the premises.

Miscellaneous food stores (SIC 549). Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs, poultry, health

foods, vitamins, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account, and sell dressed fowls or sell fowls cleaned and dressed by others.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. Automobile repair shops maintained by establishments engaged in the sale of new automobiles also are included unless reported separately.

New and used car dealers (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used automobiles. These establishments have a franchise for the sale of new domestic and/or new imported automobiles. They frequently maintain repair departments and carry stocks of replacement parts, tires, batteries, and automotive accessories. These establishments also frequently sell pickups and vans at retail.

Used car dealers (SIC 552). Establishments primarily engaged in selling used cars and not holding a franchise for the sale of new passenger cars. Some of these dealers may sell a small quantity of trucks and farm equipment. Some maintain repair and service departments. These establishments also frequently sell used pickups and vans at retail.

Auto and home supply stores (SIC 553). Establishments primarily engaged in the retail sale of auto supplies such as automotive batteries, parts, accessories; and sundry supplies such as polishes, paint, and decorative items. Establishments where used tires, batteries, and accessories exceed 49 percent of total sales are classified in SIC 501.

Auto parts, tires, and accessories stores (SIC 553 pt.). Establishments primarily engaged in the retail sale of new automotive tires and tubes. These establishments frequently have facilities for tire recapping and vulcanizing. These establishments also sell auto supplies such as automotive batteries, parts, and accessories. Establishments engaged in producing and installing custom-made seat covers for household users are included here.

Home and auto supply stores (SIC 553 pt.). Establishments primarily engaged in selling a combination of lines such as tires, batteries and accessories; household appliances; sporting goods; housewares and hardware. These differ from tire, battery, and accessory stores in that, although the largest merchandise line sales may be in automotive parts, accessories, and repairs, a considerable amount of sales also are made in nonautomotive lines.

Gasoline service stations (SIC 554). Establishments primarily engaged in selling gasoline and automotive lubricants. These establishments frequently sell other merchandise such as tires, batteries, accessories, and other automobile parts or perform minor repair work. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included. Gasoline stations combined with other activities such as grocery stores, convenience stores, or car washes are classified based on primary activities as determined by sales.

Gasoline/convenience food stores (SIC 554 pt.). Establishments primarily engaged in the retail sale of gasoline and automotive lubricants and also sell a line of convenience store items such as milk, eggs, bread, beer, pet food, detergents, etc. Establishments selling gasoline and lubricants but primarily selling convenience food items are classified in SIC 541.

Other gasoline service stations and truck stops (SIC 554 pt.). Establishments primarily engaged in selling gasoline and automotive lubricants. These establishments usually sell tires, batteries, and accessories and perform related services. They also may do minor repair work. Truck stops primarily sell diesel fuel to truckers. They also may sell gasoline and lubricants, provide repair services, and operate a restaurant or motel as part of the truck stop establishment. They normally are open on a 24-hour per day basis.

Boat dealers (SIC 555). Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft including parts, accessories, marine supplies, and outboard motors.

Recreational vehicle dealers (SIC 556). Establishments primarily engaged in the retail sale of new and used motor homes, recreational trailers, and campers (pickup coaches) including parts and accessories. Establishments primarily engaged in the retail sale of manufactured (mobile) homes are classified in SIC 527, and those primarily selling utility trailers are classified in SIC 559.

Motorcycle dealers (SIC 557). Establishments primarily engaged in the retail sale of new and used motorcycles, including motor scooters, mopeds, all-terrain vehicles, and parts and accessories.

Automotive dealers, not elsewhere classified (SIC 559). Establishments primarily engaged in the retail sale of new and used automotive vehicles, utility trailers, and automotive equipment and supplies, not elsewhere classified, such as snowmobiles, dunebuggies, and go-carts. Also included are establishments primarily engaged in the retail sale of aircraft.

Apparel and Accessory Stores (SIC Major Group 56)

This major group includes retail stores primarily engaged in selling clothing of all kinds and related articles for

personal wear and adornment. Not included are establishments which meet the criteria for Department Stores (SIC 531) or Miscellaneous General Merchandise Stores (SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and accessory stores (SIC 561). Establishments primarily engaged in selling men's and boys' ready-to-wear clothing and accessories. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's clothing stores (SIC 562). Establishments primarily engaged in selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories. Custom tailors primarily engaged in making women's clothing to individual order are classified in SIC 569.

Women's accessory and specialty stores (SIC 563). Establishments primarily engaged in selling women's accessories and specialties such as millinery, hats, foundation garments, lingerie, hosiery, costume jewelry, gloves, handbags, and fur including custom-made.

Furriers and fur shops (SIC 563 pt.). Establishments primarily engaged in making fur coats and other fur apparel to custom order and selling ready-made fur coats and other fur apparel. If fur repair and storage are the chief sources of receipts, the establishments are classified in Services, SIC 7219.

Other women's accessory and specialty stores (SIC 563 pt.). Establishments primarily engaged in selling a specialized line of women's accessories such as blouses, knitwear, hosiery, hats, foundation garments, negligees, costume jewelry, gloves and handbags. Juniors' and misses' accessory and specialty apparel is classified here.

Children's and infants' wear stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. They may specialize in either children's or infants' wear or sell a combination of children's and infants' wear.

Family clothing stores (SIC 565). Establishments primarily engaged in selling clothing, furnishings, and accessories for men, women, and children, without specializing

in sales for an individual sex or age group. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise stores) account for 50 percent or more of their total sales, and (2) sales of apparel items for an individual sex or age group are not more than three times the sales of all other apparel items.

Men's shoe stores (SIC 566 pt.). Establishments primarily engaged in selling men's and boys' shoes and other footwear. Establishments selling women's and girls' and/or children's and infants' footwear are included in this classification, if sales of men's and boys' footwear are more than three times the combined sales of women's, girls', children's, and infants' footwear.

Women's shoe stores (SIC 566 pt.). Establishments primarily engaged in selling women's and girls' shoes and other footwear. Establishments selling men's and boys' and/or children's and infants' footwear are included in this classification, if sales of women's and girls' footwear are more than three times the combined sales of men's, boys', children's, and infants' footwear.

Children's and juveniles' shoe stores (SIC 566 pt.). Establishments primarily engaged in selling children's and infants' shoes and other footwear. Establishments selling men's, boys', and/or women's and girls' footwear are included in this classification, if sales of children's and infants' footwear are more than three times the combined sales of men's, boys', women's, and girls' footwear.

Family shoe stores (SIC 566 pt.). Establishments primarily engaged in selling both men's and women's shoes and other footwear; they may or may not sell children's shoes. Frequently, they also sell accessories such as hosiery, gloves, and handbags. Establishments are included in this classification, if sales of any one of the three major groupings (men's and boys' footwear, women's and girls' footwear, and children's and infants' footwear) are not more than three times the sales of the other two groups combined.

Athletic footwear stores (SIC 566 pt.). Establishments primarily engaged in selling athletic shoes for activities such as tennis, jogging, baseball, softball, basketball, boxing, racquetball, football, volleyball, etc. These establishments may also sell athletic apparel.

Miscellaneous apparel and accessory stores (SIC 569). Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories, not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing, except fur apparel. Establishments primarily engaged in making fur apparel to custom order are classified in SIC 563.

Furniture and Homefurnishings Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electric and gas appliances. Establishments selling electric and gas appliances are included in this group only if the major part of their sales consists of articles for home use. These stores also may perform repair work on household appliances, radios, televisions, and stereo equipment; but establishments primarily engaged in repair of these products are classified in SIC 76. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 5932. Stores furnishing interior decorating service are classified according to the merchandise handled. Stores primarily engaged in selling furnishings in conjunction with an interior decorator service are classified according to the merchandise handled; if the interior designer primarily advises clients on selection of merchandise, the establishment is classified in SIC 7389.

Furniture stores (SIC 5712). Establishments primarily engaged in selling new household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise. Furniture warehouse showrooms, sleep shops and waterbed stores, and specialty furniture stores such as baby furniture stores, are classified here. If sales of new office furniture account for more than half of the total sales, the establishments are classified in SIC 502120.

Floor covering stores (SIC 5713). Establishments primarily engaged in the retail sale of rugs, carpets, linoleum, floor tile, and related products. Stores selling ceramic (wall or floor) tile are classified in SIC 521130. Establishments included in this industry may incidentally perform installation but contractors primarily engaged in installing floor coverings for others are classified in SIC 1743 or 1752.

Drapery, curtain, and upholstery stores (SIC 5714). Establishments primarily engaged in selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom-made draperies and slipcovers for household use also are included. Establishments primarily engaged in reupholstering or repairing furniture are classified in SIC 7641.

Miscellaneous homefurnishings stores (SIC 5719). Establishments primarily engaged in the retail sale of miscellaneous homefurnishings such as china, glassware, and metalware for kitchen and table use; bedding and linen; brooms and brushes; lamps and shades; mirrors and pictures; and venetian blinds and window shades. Establishments primarily engaged in the retail sale of miscellaneous homefurnishings by house-to-house canvass or by party-plan merchandising are classified in SIC 5963.

Household appliance stores (SIC 572). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, microwave ovens, home freezers, and other household appliances such as electric irons, percolators, hot plates, vacuum cleaners, sewing machines, dehumidifiers, and self contained room air-conditioners. Many such stores also sell radios and television sets.

Radio, television, and electronics stores (SIC 5731). Establishments primarily engaged in the retail sale of radios, television sets, compact disc players, record players, high fidelity (hi-fi) sound reproducing equipment, and other consumer electronics equipment. Such establishments also may sell additional lines such as household appliances, computers, computer peripheral equipment, software, musical instruments, and records. Establishments in this industry may perform incidental installation and repair work on radios, televisions, and other consumer electronics equipment. Establishments primarily engaged in the installation and repair of these products are classified in SIC 7622.

Computer stores (SIC 5734 pt.). Establishments primarily engaged in the retail sale of computer hardware and peripheral equipment such as printers, disk drives, etc. Computer software and computer furniture frequently are sold in these establishments.

Computer software stores (SIC 5734 pt.). Establishments primarily engaged in the retail sale of prepackaged (off-the-shelf) computer software. Computer furniture, peripheral equipment, books, supplies, and accessories are frequently sold in these establishments.

Record and prerecorded tape stores (SIC 5735). Establishments primarily engaged in selling phonograph records, compact discs, and prerecorded audio and video tapes and discs. Establishments primarily engaged in the retail sale of computer software are classified in SIC 5734 and those primarily engaged in the rental of video tapes in SIC 7841.

Musical instrument stores (SIC 5736). Establishments primarily engaged in selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments; sheet music; and similar supplies.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments engaged in selling prepared food and drinks for consumption on the premises. Also included are caterers which serve prepared food other than at the place of business and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. In-plant food contractors are included here as well as leased eating and drinking concessions in hotels, motels, sports arenas, and other amusement places.

Restaurants (SIC 5812 pt.). Establishments primarily engaged in serving prepared food and beverages. Included here are only those establishments in which waiters/waitresses take orders from patrons while the patrons are seated at a counter, booth, or table. They often serve alcoholic beverages. Establishments in which sales of alcoholic beverages for consumption on the premises exceed sales of prepared food and nonalcoholic beverages are classified in Drinking Places (SIC 5813).

Cafeterias (SIC 5812 pt.). Establishments engaged in serving a wide variety of prepared food and beverages primarily through the use of a cafeteria line where customers make selections from displayed items. Some limited waiter/waitress service may be provided. Table and/or booth seating facilities are usually provided.

Refreshment places (SIC 5812 pt.). Establishments primarily engaged in selling limited lines of refreshments and prepared food. Included in this group are establishments which prepare items such as chicken and hamburgers for consumption either on or near the premises or for "take-home" consumption. Such establishments do not have waiter/waitress service where the patron's order is taken while the patron is seated at a table, booth, or counter.

Other eating places (SIC 5812 pt.). This includes social caterers, contract feeding and ice cream and frozen yogurt shops. See following descriptions.

Social caterers (SIC 5812 pt.). Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc. at a hall or similar dedicated facility rather than at a fixed business location. Such establishments also may arrange for some entertainment but entertainment should be a minor part of the business. (Separate data are shown only at the national level.)

Contract feeding (SIC 5812 pt.). Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institution, etc., but the management must always be supplied by the contractor. (Separate data are shown only at the national level.)

Ice cream and frozen yogurt shops (SIC 5812 pt.). Establishments primarily engaged in selling ice cream, frozen yogurt, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk. (Separate data are shown only at the national level.) Establishments known as ice cream or yogurt shops but primarily selling hamburgers, hot dogs, etc. are classified in SIC 581240.

Drinking places (SIC 5813). Establishments primarily engaged in the retail sale of alcoholic drinks such as beer,

ale, wine, and liquor for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments. Meals may or may not be served.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: drug stores and proprietary stores; liquor stores; used merchandise stores; miscellaneous shopping goods stores; nonstore retailers, fuel dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug stores (SIC 591 pt.). Establishments primarily engaged in the retail sale of prescription drugs. They may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise and may operate a soda fountain or lunch counter. Some of these stores sell small electrical appliances, window fans, dishes, lawn chairs, and similar products. Drug stores are classified here if any prescriptions are sold or if there is an indication that a pharmacist is employed. These stores are classified on the basis of their usual trade designation rather than on the stricter interpretation of commodities handled.

Proprietary stores (SIC 591 pt.). Establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592). Establishments primarily engaged in selling packaged alcoholic beverages such as ale, beer, wine, and liquor for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Used merchandise stores (SIC 593). This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; musical instruments; office furniture; phonographs and phonograph records; and store fixtures and equipment. The industry also includes pawnshops. Dealers primarily engaged in selling used motor vehicles, trailers, and boats are classified in major group 55; and those primarily selling used mobile homes in SIC 5271. Establishments primarily selling used automobile parts and accessories are classified in SIC 5015 and scrap and waste dealers are classified in SIC 5093. Establishments primarily engaged in automobile repair are classified in SIC 753.

General-line sporting goods stores (SIC 5941 pt.). Establishments primarily engaged in selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty-line sporting goods stores (SIC 5941 pt.). Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, trophies, skiing, golfing, bowling, and billiards equipment. These stores may also sell parts and/or accessories for the specialized line and often rent and/or repair the line they sell. Sales of motorcycles and motor scooters (including mopeds) are classified in SIC 5571. Establishments primarily engaged in the retail sale of athletic footwear are classified in SIC 5661.

Book stores (SIC 5942). Establishments primarily engaged in selling new books and periodicals. Stationery and related items may also be sold. The subclassifications are general, specialty, and college book stores. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in mail-order houses (SIC 5961). Establishments primarily engaged in the sale of used books are classified in SIC 593.

Stationery stores (SIC 5943). Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school supplies. These establishments also may sell additional lines of office type supplies such as accounting and legal forms, blankbooks and forms, and office forms and supplies. Establishments primarily engaged in selling office supply forms and supplies are classified in SIC 5112. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631. Establishments primarily engaged in selling costume jewelry are classified in kind of business 563210.

Hobby, toy, and game shops (SIC 5945). Establishments primarily engaged in the retail sale of toys, games, and hobby and craft kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items such as coins, stamps, and autographs are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946). Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in the retail sale of video cameras are classified in SIC 5731. Establishments primarily engaged in finishing films are classified in SIC 7384.

Gift, novelty, and souvenir shops (SIC 5947). Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, greeting cards, holiday decorations, and miscellaneous small art goods.

Luggage and leather goods stores (SIC 5948). Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods, except apparel.

Sewing, needlework, and piece goods stores (SIC 5949). Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, yarn, and other needlework accessories.

Catalog and mail-order houses (SIC 5961). Establishments primarily selling merchandise as a result of orders received by catalog, mail, or television order. Customers are made aware of goods available for sale through catalogs, mailing pieces, advertisements in newspapers and magazines, advertising on radio and television, and by operating catalog stores that carry little stock other than display items. They receive their orders by phone or mail and fill most of their orders by mail. These establishments do not ordinarily maintain stock for sale on the premises. Departmentalized retail stores normally with 50 employees or more and operated by mail-order houses and selling a general line of merchandise are classified in SIC 531. Retail stores normally with less than 50 employees and operated by mail-order houses and selling a general line of merchandise are classified in SIC 539. Establishments primarily engaged in mail-order sales of computer hardware and/or software and television order (home shopping) sales are included within the classification.

Mail-order houses, department store merchandise (SIC 5961 pt.). These are mail-order houses selling the following lines of merchandise; furniture; homefurnishings; appliances; radio and TV sets; household linens and dry goods; and apparel with the same percentage requirements of a department store.

Mail-order houses, other general merchandise (SIC 5961 pt.). These are mail-order houses selling a variety of merchandise but not meeting the criteria of a department store (see SIC 5311 for criteria).

Mail-order houses, specialized (SIC 5961 pt.). These are mail-order houses which primarily sell a single item or a group of related items such as foods; apparel and accessories; computers and computer software; appliances, TV's, audio equipment, furniture, floor coverings, kitchenware, and homefurnishings; books and stationery; proprietary medicines; antiques; used merchandise; sporting goods; silverware; cigars and cigarettes; cameras and photographic equipment; gifts and novelties; optical goods; leather goods; artists' supplies; pet goods; hobby equipment; and toys and games. Sales of a single or related group of items must exceed 49 percent.

Automatic merchandising machine operators (SIC 5962). Establishments primarily engaged in the retail sale of products by automatic merchandising units (vending machines) which are generally located on the premises of other

businesses. This industry does not include coin-operated service machines such as washers and dryers (SIC 7215), music machines and amusement game machines (SIC 7993), lockers and scales (SIC 7299), or insurance policies sold through vending machines (SIC 63). The "establishment" is the location from which the vending route (or routes) is serviced, not the number of vending machines or the number of business locations in which vending machines are located.

Direct selling establishments (SIC 5963). Establishments primarily engaged in selling merchandise by house-to-house canvass, by party plan, by telephone, or from trucks or wagons or other temporary locations. The "establishment" is the location from which the canvassers operate. Canvassers who do not have any paid help are excluded from the tabulations in this report. In some tabulations at the national level, direct selling organizations are divided into subclassifications on the basis of the merchandise they sell. The subclassifications are furniture, homefurnishings, and equipment; mobile food service; books and stationery; and other direct selling.

Direct selling, furniture, homefurnishings, and equipment (SIC 5963 pt.). These are establishments primarily engaged in direct selling of furniture, baby furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, plastic housewares, brooms and brushes, lamps and shades, mirrors and pictures, venetian blinds and window shades, radios and television sets and parts, household appliances such as refrigerators and broilers, and other homefurnishings. Sales of these items must exceed 49 percent of total sales. Sellers of brushes and other cleaning aids are classified here. Sellers by the party plan where the salesperson conducts parties in order to assemble customers are also included here.

Direct selling, mobile food service (SIC 5963 pt.). These are establishments primarily engaged in direct selling of food for immediate consumption such as sandwiches, soup, etc. Establishments primarily engaged in direct selling of food, not for immediate consumption, are classified in kind of business 596340.

Direct selling, books and stationery (SIC 5963 pt.). These are establishments primarily engaged in direct selling of books, magazine subscriptions, encyclopedias, and stationery. Sales of these items must exceed 49 percent of total sales. Direct sellers of greeting cards and newspapers are classified in kind of business 596340.

Direct selling, other (SIC 5963 pt.). These are direct selling establishments which sell merchandise not covered in above kind of businesses. Included are establishments selling building materials, hardware, and lawn and garden supplies; general merchandise; food (including frozen food and freezer plans) and the door-to-door delivery of dairy products (excluding prepared foods for immediate

consumption); apparel and accessories; cosmetics; proprietary medicines; used merchandise; sporting goods; jewelry; tobacco products; cameras and photographic equipment; gifts, novelties, and souvenirs; optical goods; leather goods; hobby equipment; religious articles; newspapers; greeting cards; and toys and games.

Fuel oil dealers (SIC 5983). Establishments primarily engaged in the retail sale of fuel oil. Establishments primarily selling fuel oil burners are classified in SIC 5074; dealers primarily engaged in installing and servicing fuel oil burners, in SIC 1711; and fuel oil burner repair service only, in SIC 7699.

Liquefied petroleum gas (bottled gas) dealers (SIC 5984). Establishments primarily engaged in the retail sale of bottled or bulk liquefied petroleum (LP) gas.

Fuel dealers, not elsewhere classified (SIC 5989). Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, or any combination of these lines. Establishments primarily selling fuel oil are classified in SIC 5983 and those primarily selling bottled gas in SIC 5984.

Florists (SIC 5992). Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in the retail sale of seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing seeds, bulbs, flowers, and nursery stock are classified in SIC 0181.

Tobacco stores and stands (SIC 5993). Establishments primarily engaged in the retail sale of cigarettes, cigars, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News dealers and newsstands (SIC 5994). Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals. Home delivery of newspapers by other than printers or publishers is classified in SIC 5963. Establishments engaged in delivering newspapers for subsequent home delivery are classified in SIC 4212.

Optical goods stores (SIC 5995). Establishments primarily engaged in the retail sale of prescription eyeglasses and contact lenses for individuals. Offices of oculists, ophthalmologists and optometrists are classified in major group 80 even though a majority of their revenue is from the sale of eyeglass frames or prescription eyeglasses and contact lenses.

Miscellaneous retail stores, not elsewhere classified (SIC 5999). Establishments primarily engaged in the retail sale of specialized lines of merchandise, not elsewhere classified. This industry also includes establishments primarily engaged in selling a general line of their own or

consigned merchandise at retail or at auction. Establishments primarily engaged in auctioning tangible personal property of others on a fee basis are classified in SIC 7389.

Pet shops (SIC 5999 pt.). These are retail stores selling pets such as dogs, cats, birds, rabbits, and tropical fish; pet foods and remedies. Aquariums, cages, pet toys, and aquatic plants are often sold in these types of stores. Many of these shops board pets on the premises. If receipts from the boarding of pets account for more than 49 percent of total receipts, the establishments are classified in Agriculture, Industry 075200 6.

Art dealers (SIC 5999 pt.). These are retail establishments primarily engaged in the retail sale of art goods, including original oil paintings, sculptures, glassware items

and ceramics, at retail or at auction. Establishments primarily selling supplies for making ceramic items are classified in kind of business 594520. Establishments primarily selling artists' supplies are classified in kind of business 599990. Establishments primarily selling art reproductions are classified in Industry 571900.

Other miscellaneous retail stores, not elsewhere classified (SIC 5999 pt.). These are retail stores, not elsewhere classified, which sell specialized lines such as artists' supplies, above-ground swimming pools and supplies, orthopedic and artificial limbs, drafting materials, hearing aids, furniture polish, rubber stamps, monuments and tombstones, sanitary supplies (including disinfectants), seasonal decorations, artificial flowers and plants, fireworks, etc. Religious goods stores are classified here.



Appendix C. Kind-of-Business Titles and Reporting-Form Numbers

[Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Services Division, Bureau of the Census, Washington, DC 20233]

SIC code	Title	Reporting form CB-	SIC code	Title	Reporting form CB-
52	BUILDING MATERIALS AND GARDEN SUPPLIES STORES		57	FURNITURE AND HOMEFURNISHINGS STORES	
5211	Lumber and other building materials dealers	5201	5712	Furniture stores	5701
5231	Paint, glass, and wallpaper stores	5202	5713	Floor covering stores	5704
5251	Hardware stores	5203	5714	Drapery, curtain, and upholstery stores	5705
5261	Retail nurseries, lawn and garden supply stores	5204	5719	Miscellaneous homefurnishings stores	5705
5271	Manufactured (mobile) home dealers	5205	5722	Household appliance stores	5702
			5731	Radio, television, and electronics stores	5702
			5734	Computer and software stores	5702
53	GENERAL MERCHANDISE STORES		5735	Record and prerecorded tape stores	5703
			5736	Musical instrument stores	5703
5311 pt.	Conventional department stores	5301	58	EATING AND DRINKING PLACES	
5311 pt.	Discount or mass merchandising department stores	5301	5812 pt.	Restaurants	5801
5311 pt.	National chain department stores	5301	5812 pt.	Social caterers	5801
5331	Variety stores	5302	5812 pt.	Cafeterias	5801
5399	Miscellaneous general merchandise stores	5301	5812 pt.	Refreshment places	5801
			5812 pt.	Contract feeding	5802
54	FOOD STORES		5812 pt.	Ice cream and frozen yogurt shops	5801
			5813	Drinking places	5801
5411	Grocery stores	5400	59	MISCELLANEOUS RETAIL STORES	
5421	Meat and fish (seafood) markets	5400	5912 pt.	Drug stores	5901
5431	Fruit and vegetable markets	5400	5912 pt.	Proprietary stores	5901
5441	Candy, nut, and confectionery stores	5400	5921	Liquor stores	5902
5451	Dairy products stores	5400	5932	Used merchandise stores	5903
5461	Retail bakeries	5400	5941 pt.	General line sporting goods stores	5904
5499	Miscellaneous food stores	5400	5941 pt.	Specialty line sporting goods stores	5904
			5942	Book stores	5905
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS		5943	Stationery stores	5906
			5944	Jewelry stores	5907
5511	New and used car dealers	5501	5945	Hobby, toy, and game shops	5908
5521	Used car dealers	5501	5946	Camera and photographic supply stores	5909
5531 pt.	Auto parts, tires and accessories stores	5502	5947	Gift, novelty, and souvenir shops	5906
5531 pt.	Home and auto supply stores	5502	5948	Luggage and leather goods stores	5906
			5949	Sewing, needlework, and piece goods stores	5910
5541	Gasoline service stations	5504	5961 pt.	Mail-order — department store merchandise	5911
5551	Boat dealers	5503	5961 pt.	Mail-order — other general merchandise	5911
5561	Recreational vehicle dealers	5503	5961 pt.	Mail-order — specialized merchandise	5911
5571	Motorcycle dealers	5503	5962	Automatic merchandising machine operators	5802
5599	Automotive dealers, n.e.c.	5503	5963 pt.	Direct selling — furniture, homefurnishings, and equipment	5911
			5963 pt.	Direct selling — mobile food service	5911
			5963 pt.	Direct selling — books and stationery	5911
56	APPAREL AND ACCESSORY STORES		5963 pt.	Other direct selling	5911
			5983	Fuel oil dealers	5912
5611	Men's and boys' clothing and accessory stores	5601	5984	Liquefied petroleum gas (bottled gas) dealers	5912
5621	Women's clothing stores	5601	5989	Fuel dealers, n.e.c.	5912
5631	Women's accessory and specialty stores	5601	5992	Florists	5913
5641	Children's and infants' wear stores	5601			5917
5651	Family clothing stores	5601	5993	Tobacco stores and stands	5902
5661 pt.	Men's shoe stores	5602	5994	News dealers and newsstands	5902
5661 pt.	Women's shoe stores	5602	5995	Optical goods stores	5914
5661 pt.	Children's and juveniles' shoe stores	5602	5999 pt.	Pet shops	5915
5661 pt.	Family shoe stores	5602	5999 pt.	Art dealers	5916
5661 pt.	Athletic footwear stores	5602	5999 pt.	Other retail stores, n.e.c.	5916
5699	Miscellaneous apparel and accessory stores	5601			

Appendix D. Metropolitan Areas

(Titles and definitions shown for MSA's, CMSA's, and PMSA's are those established by the Office of Management and Budget, as of June 30, 1993)

MAINE

Bangor, ME MSA

Penobscot County, ME (part)
 Bangor city, ME
 Brewer city, ME
 Eddington town, ME
 Glenburn town, ME
 Hampden town, ME
 Hermon town, ME
 Holden town, ME
 Kenduskeag town, ME
 Milford town, ME
 Old Town city, ME
 Orono town, ME
 Orrington town, ME
 Penobscot Indian Island Reservation, ME
 Veazie town, ME

 Waldo County, ME (part)
 Winterport town, ME

Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA

Boston, MA-NH PMSA
 Bristol County, MA (part)
 Berkley town, MA
 Dighton town, MA
 Mansfield town, MA
 Norton town, MA
 Taunton city, MA

 Essex County, MA (part)
 Amesbury town, MA
 Beverly city, MA
 Danvers town, MA
 Essex town, MA
 Gloucester city, MA
 Hamilton town, MA
 Ipswich town, MA
 Lynn city, MA
 Lynnfield town, MA
 Manchester town, MA
 Marblehead town, MA
 Middleton town, MA
 Nahant town, MA
 Newbury town, MA

Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA—Con.

Boston, MA-NH PMSA—Con.

 Essex County, MA (part)—Con.
 Newburyport city, MA
 Peabody city, MA
 Rockport town, MA
 Rowley town, MA
 Salem city, MA
 Salisbury town, MA
 Saugus town, MA
 Swampscott town, MA
 Topsfield town, MA
 Wenham town, MA

Middlesex County, MA (part)

Acton town, MA
 Arlington town, MA
 Ashland town, MA
 Ayer town, MA
 Bedford town, MA
 Belmont town, MA
 Boxborough town, MA
 Burlington town, MA
 Cambridge city, MA
 Carlisle town, MA
 Concord town, MA
 Everett city, MA
 Framingham town, MA
 Holliston town, MA
 Hopkinton town, MA
 Hudson town, MA
 Lexington town, MA
 Lincoln town, MA
 Littleton town, MA
 Malden city, MA
 Marlborough city, MA
 Maynard town, MA
 Medford city, MA
 Melrose city, MA
 Natick town, MA
 Newton city, MA
 North Reading town, MA
 Reading town, MA
 Sherborn town, MA

Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA —Con.

Boston, MA-NH PMSA—Con.

Middlesex County, MA (part)—Con.

Shirley town, MA
 Somerville city, MA
 Stoneham town, MA
 Stow town, MA
 Sudbury town, MA
 Townsend town, MA
 Wakefield town, MA
 Waltham city, MA
 Watertown city, MA
 Wayland town, MA
 Weston town, MA
 Wilmington town, MA
 Winchester town, MA
 Woburn city, MA

Norfolk County, MA (part)

Bellingham town, MA
 Braintree town, MA
 Brookline town, MA
 Canton town, MA
 Cohasset town, MA
 Dedham town, MA
 Dover town, MA
 Foxborough town, MA
 Franklin city, MA
 Holbrook town, MA
 Medfield town, MA
 Medway town, MA
 Millis town, MA
 Milton town, MA
 Needham town, MA
 Norfolk town, MA
 Norwood town, MA
 Plainville town, MA
 Quincy city, MA
 Randolph town, MA
 Sharon town, MA
 Stoughton town, MA
 Walpole town, MA
 Wellesley town, MA
 Westwood town, MA
 Weymouth town, MA
 Wrentham town, MA

Plymouth County, MA (part)

Carver town, MA
 Duxbury town, MA
 Hanover town, MA
 Hingham town, MA
 Hull town, MA
 Kingston town, MA
 Marshfield town, MA
 Norwell town, MA
 Pembroke town, MA
 Plymouth town, MA

Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA —Con.

Boston, MA-NH PMSA—Con.

Plymouth County, MA (part)—Con.

Rockland town, MA
 Scituate town, MA
 Wareham town, MA

Suffolk County, MA

Boston city, MA
 Chelsea city, MA
 Revere city, MA
 Winthrop town, MA

Worcester County, MA (part)

Berlin town, MA
 Blackstone town, MA
 Bolton town, MA
 Harvard town, MA
 Hopedale town, MA
 Lancaster town, MA
 Mendon town, MA
 Milford town, MA
 Millville town, MA
 Southborough town, MA
 Upton town, MA

Rockingham County, NH (part)

Seabrook town, NH
 South Hampton town, NH

Brockton, MA PMSA

Bristol County, MA (part)

Easton town, MA
 Raynham town, MA

Norfolk County, MA (part)

Avon town, MA

Plymouth County, MA (part)

Abington town, MA
 Bridgewater town, MA
 Brockton city, MA
 East Bridgewater town, MA
 Halifax town, MA
 Hanson town, MA
 Lakeville town, MA
 Middleborough town, MA
 Plympton town, MA
 West Bridgewater town, MA
 Whitman town, MA

Fitchburg-Leominster, MA PMSA

Middlesex County, MA (part)

Ashby town, MA

Worcester County, MA (part)

Ashburnham town, MA
 Fitchburg city, MA
 Gardner city, MA
 Leominster city, MA
 Lunenburg town, MA
 Templeton town, MA

Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA —Con.

Fitchburg-Leominster, MA PMSA—Con.

Worcester County, MA (part)—Con.

Westminster town, MA
Winchendon town, MA

Lawrence, MA-NH PMSA

Essex County, MA (part)

Andover town, MA
Boxford town, MA
Georgetown town, MA
Groveland town, MA
Haverhill city, MA
Lawrence city, MA
Merrimac town, MA
Methuen city, MA
North Andover town, MA
West Newbury town, MA

Rockingham County, NH (part)

Atkinson town, NH
Chester town, NH
Danville town, NH
Derry town, NH
Fremont town, NH
Hampstead town, NH
Kingston town, NH
Newton town, NH
Plaistow town, NH
Raymond town, NH
Salem town, NH
Sandown town, NH
Windham town, NH

Lowell, MA-NH PMSA

Middlesex County, MA (part)

Billerica town, MA
Chelmsford town, MA
Dracut town, MA
Dunstable town, MA
Groton town, MA
Lowell city, MA
Pepperell town, MA
Tewksbury town, MA
Tyngsborough town, MA
Westford town, MA

Hillsborough County, NH (part)

Pelham town, NH

Manchester, NH PMSA

Hillsborough County, NH (part)

Bedford town, NH
Goffstown town, NH
Manchester city, NH
Weare town, NH

Merrimack County, NH (part)

Allenstown town, NH
Hooksett town, NH

Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA —Con.

Manchester, NH PMSA—Con.

Rockingham County, NH (part)

Auburn town, NH
Candia town, NH
Londonderry town, NH

Nashua, NH PMSA

Hillsborough County, NH (part)

Amherst town, NH
Brookline town, NH
Greenville town, NH
Hollis town, NH
Hudson town, NH
Litchfield town, NH
Mason town, NH
Merrimack town, NH
Milford town, NH
Mont Vernon town, NH
Nashua city, NH
New Ipswich town, NH
Wilton town, NH

New Bedford, MA PMSA

Bristol County, MA (part)

Acushnet town, MA
Dartmouth town, MA
Fairhaven town, MA
Freetown town, MA
New Bedford city, MA

Plymouth County, MA (part)

Marion town, MA
Mattapoisett town, MA
Rochester town, MA

Portsmouth-Rochester, NH-ME PMSA

York County, ME (part)

Berwick town, ME
Eliot town, ME
Kittery town, ME
South Berwick town, ME
York town, ME

Rockingham County, NH (part)

Brentwood town, NH
East Kingston town, NH
Epping town, NH
Exeter town, NH
Greenland town, NH
Hampton town, NH
Hampton Falls town, NH
Kensington town, NH
New Castle town, NH
Newfields town, NH
Newington town, NH
Newmarket town, NH
North Hampton town, NH
Portsmouth city, NH

Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA—Con.
 Portsmouth-Rochester, NH-ME PMSA—Con.

- Rockingham County, NH (part)—Con.
 - Rye town, NH
 - Stratham town, NH
- Strafford County, NH (part)
 - Barrington town, NH
 - Dover city, NH
 - Durham town, NH
 - Farmington town, NH
 - Lee town, NH
 - Madbury town, NH
 - Milton town, NH
 - Rochester city, NH
 - Rollinsford town, NH
 - Somersworth city, NH
- Worcester, MA-CT PMSA
 - Windham County, CT (part)
 - Thompson town, CT
- Hampden County, MA (part)
 - Holland town, MA
- Worcester County, MA (part)
 - Auburn town, MA
 - Barre town, MA
 - Boylston town, MA
 - Brookfield town, MA
 - Charlton town, MA
 - Clinton town, MA
 - Douglas town, MA
 - Dudley town, MA
 - East Brookfield town, MA
 - Grafton town, MA
 - Holden town, MA
 - Leicester town, MA
 - Millbury town, MA
 - Northborough town, MA
 - Northbridge town, MA
 - North Brookfield town, MA
 - Oakham town, MA
 - Oxford town, MA
 - Paxton town, MA
 - Princeton town, MA
 - Rutland town, MA
 - Shrewsbury town, MA
 - Southbridge town, MA
 - Spencer town, MA
 - Sterling town, MA
 - Sturbridge town, MA

Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA—Con.
 Worcester, MA-CT PMSA—Con.

- Worcester County, MA (part)—Con.
 - Sutton town, MA
 - Uxbridge town, MA
 - Webster town, MA
 - Westborough town, MA
 - West Boylston town, MA
 - West Brookfield town, MA
 - Worcester city, MA

Lewiston-Auburn, ME MSA

- Androscoggin County, ME (part)
 - Auburn city, ME
 - Greene town, ME
 - Lewiston city, ME
 - Lisbon town, ME
 - Mechanic Falls town, ME
 - Poland town, ME
 - Sabattus town, ME
 - Turner town, ME
 - Wales town, ME

Portland, ME MSA

- Cumberland County, ME (part)
 - Cape Elizabeth town, ME
 - Casco town, ME
 - Cumberland town, ME
 - Falmouth town, ME
 - Freeport town, ME
 - Gorham town, ME
 - Gray town, ME
 - North Yarmouth town, ME
 - Portland city, ME
 - Raymond town, ME
 - Scarborough town, ME
 - South Portland city, ME
 - Standish town, ME
 - Westbrook city, ME
 - Windham town, ME
 - Yarmouth town, ME

- York County, ME (part)
 - Buxton town, ME
 - Hollis town, ME
 - Limington town, ME
 - Old Orchard Beach town, ME

Portsmouth-Rochester, NH-ME PMSA—see Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA

SIC code	Kind of business	Percent of sales —		SIC code	Kind of business	Percent of sales —	
		From administrative records ¹	Estimated ²			From administrative records ¹	Estimated ²
59 ex. 591	Miscellaneous retail stores —Con.			59 ex. 591	Miscellaneous retail stores —Con.		
5992	Florists	36.8	6.6	5999	Miscellaneous retail stores, n.e.c.	39.7	7.1
5993	Tobacco stores and stands	40.4	—	5999 pt.	Pet shops	19.2	11.7
5994	News dealers and newsstands	—	23.5	5999 pt.	Art dealers	62.5	2.8
5995	Optical goods stores	23.8	23.5	5999 pt.	Other miscellaneous retail stores, n.e.c.	41.8	6.4

¹Includes sales information obtained from administrative records of other Federal agencies.

²Includes sales information which was imputed based on historic company ratios or administrative records, or on industry averages.

³Includes sales from catalog order desks.

⁴Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Appendix F. Geographic Notes

MAINE

There are no geographic notes for the State of Maine.

Appendix G.

Establishments in Business Any Time During Year and Establishments in Business at End of Year for the State: 1992 and 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A]

SIC code	Kind of business	Establishments in business —			
		Any time during year		At end of year	
		1992	1987	1992	1987
	Retail trade	9 270	9 204	8 556	8 492
52	Building materials and garden supplies stores	591	605	568	582
521, 3	Building materials and supply stores	263	286	255	273
521	Lumber and other building materials dealers	198	214	190	202
523	Paint, glass, and wallpaper stores	65	72	65	71
525	Hardware stores	210	207	201	200
526	Retail nurseries, lawn and garden supply stores	79	72	75	71
527	Manufactured (mobile) home dealers	39	40	37	38
53	General merchandise stores	374	411	353	380
531	Department stores (incl. leased depts.) ^{1 2}	67	64	67	63
531	Department stores (excl. leased depts.) ¹	67	64	67	63
531 pt.	Conventional ¹	6	7	6	6
531 pt.	Discount or mass merchandising ¹	53	47	53	47
531 pt.	National chain ¹	8	10	8	10
533	Variety stores	138	155	129	140
539	Miscellaneous general merchandise stores	169	192	157	177
54	Food stores	1 359	1 418	1 251	1 291
541	Grocery stores	1 114	1 129	1 026	1 030
542	Meat and fish (seafood) markets	56	85	51	78
546	Retail bakeries	112	108	101	98
546 pt.	Retail bakeries —baking and selling	107	102	96	92
546 pt.	Retail bakeries —selling only	5	6	5	6
543, 4, 5, 9	Other food stores	77	96	73	85
543	Fruit and vegetable markets	12	14	12	11
544	Candy, nut, and confectionery stores	19	28	16	22
545	Dairy products stores	7	13	7	13
549	Miscellaneous food stores	39	41	38	39
55 ex. 554	Automotive dealers	596	736	564	701
551	New and used car dealers	172	215	166	208
552	Used car dealers	116	139	107	129
553	Auto and home supply stores	206	269	195	259
553 pt.	Auto parts, tires, and accessories stores	195	249	184	240
553 pt.	Home and auto supply stores	11	20	11	19
555, 6, 7, 9	Miscellaneous automotive dealers	102	113	96	105
555	Boat dealers	46	63	43	58
556	Recreational vehicle dealers	23	19	23	18
557	Motorcycle dealers	21	26	20	25
559	Automotive dealers, n.e.c.	12	5	10	4
554	Gasoline service stations	666	673	602	613
56	Apparel and accessory stores	685	686	628	653
561	Men's and boys' clothing and accessory stores	65	60	59	58
562, 3	Women's clothing and specialty stores	236	247	211	236
562	Women's clothing stores	206	215	185	205
563	Women's accessory and specialty stores	30	32	26	31
565	Family clothing stores	148	143	137	138
566	Shoe stores	178	177	169	164
566 pt.	Men's shoe stores	8	10	7	10
566 pt.	Women's shoe stores	19	19	14	18
566 pt.	Children's and juveniles' shoe stores	—	2	—	2
566 pt.	Family shoe stores	134	129	132	117
566 pt.	Athletic footwear stores	17	17	16	17
564, 9	Other apparel and accessory stores	58	59	52	57
564	Children's and infants' wear stores	24	32	21	31
569	Miscellaneous apparel and accessory stores	34	27	31	26

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

APPENDIX G G-1

SIC code	Kind of business	Establishments in business —			
		Any time during year		At end of year	
		1992	1987	1992	1987
57	Furniture and homefurnishings stores -----	524	541	489	505
5712	Furniture stores -----	141	151	132	141
5713, 4, 9	Homefurnishings stores -----	171	167	160	160
5713	Floor covering stores -----	61	79	55	74
5714	Drapery, curtain, and upholstery stores -----	16	14	15	14
5719	Miscellaneous homefurnishings stores -----	94	74	90	72
572	Household appliance stores -----	63	65	57	59
573	Radio, television, computer, and music stores -----	149	158	140	145
5731	Radio, television, and electronics stores -----	78	86	71	77
5734	Computer and software stores -----	11	18	11	15
5735	Record and prerecorded tape stores -----	38	27	36	27
5736	Musical instrument stores -----	22	27	22	26
58	Eating and drinking places -----	2 401	2 149	2 163	1 920
5812	Eating places -----	2 241	2 006	2 030	1 793
5812 pt.	Restaurants -----	1 161	1 065	1 062	948
5812 pt.	Cafeterias -----	5	17	5	15
5812 pt.	Refreshment places -----	836	710	749	635
5812 pt.	Other eating places -----	239	214	214	195
5813	Drinking places -----	160	143	133	127
591	Drug and proprietary stores -----	236	261	225	242
591 pt.	Drug stores -----	222	249	212	230
591 pt.	Proprietary stores -----	14	12	13	12
59 ex. 591	Miscellaneous retail stores -----	1 838	1 724	1 713	1 605
592	Liquor stores -----	81	88	74	88
593	Used merchandise stores -----	101	97	93	90
594	Miscellaneous shopping goods stores -----	815	806	766	740
5941	Sporting goods stores and bicycle shops -----	165	130	156	116
5941 pt.	General line sporting goods stores -----	63	38	60	36
5941 pt.	Specialty line sporting goods stores -----	102	92	96	80
5942	Book stores -----	106	108	100	103
5944	Jewelry stores -----	98	103	94	97
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	446	465	416	424
5943	Stationery stores -----	12	25	9	22
5945	Hobby, toy, and game shops -----	70	68	62	61
5946	Camera and photographic supply stores -----	13	18	12	14
5947	Gift, novelty, and souvenir shops -----	292	271	278	256
5948	Luggage and leather goods stores -----	11	13	11	13
5949	Sewing, needlework, and piece goods stores -----	48	70	44	58
596	Nonstore retailers -----	177	139	166	134
5961	Catalog and mail-order houses -----	71	53	68	53
5962	Automatic merchandising machine operators -----	28	28	24	28
5963	Direct selling establishments -----	78	58	74	53
598	Fuel dealers -----	247	245	235	232
5983	Fuel oil dealers -----	201	192	191	185
5984	Liquefied petroleum gas (bottled gas) dealers -----	37	36	37	34
5989	Fuel dealers, n.e.c. -----	9	17	7	13
5992	Florists -----	151	144	140	129
5993	Tobacco stores and stands -----	5	8	4	6
5994	News dealers and newsstands -----	6	6	6	6
5995	Optical goods stores -----	45	39	41	37
5999	Miscellaneous retail stores, n.e.c. -----	210	152	188	143
5999 pt.	Pet shops -----	46	24	41	22
5999 pt.	Art dealers -----	27	22	24	22
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	137	106	123	99

¹Includes sales from catalog order desks.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Publication Program

1992 CENSUS OF RETAIL TRADE

Publications of the 1992 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for specific reports may be obtained from any Department of Commerce district office or from Data User Services Division, Customer Services, Bureau of the Census, Washington, DC 20233-8300. The first results were issued in press releases. Final detailed statistics are issued in separate paperbound reports and compact disc-read only memory (CD-ROM).

Final Reports

Geographic area series—52 reports (RC92-A-1 to -52)

A separate paperbound report containing data for establishments with payroll is published for each State, the District of Columbia, and the United States. Each report presents general statistics for establishments with payroll including number of establishments, sales, payroll, and employment by varied retail classifications. All statistics are presented for the State, metropolitan areas (MA's), counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. For each State, the District of Columbia, and the United States, 1992 data are provided by kind of business on sales and employees per establishment and sales and payroll per employee. Comparative statistics showing percent changes in sales and payroll between 1987 and 1992 are shown by kind of business.

Nonemployer statistics series—1 report (RC92-N-1)

This report includes number of establishments and sales by kind of business for all establishments, establishments with payroll, and establishments without payroll for the United States and States. Data on sales size of establishments without payroll and the number of proprietorships and partnerships is also provided for the United States. Also presented are statistics for establishments without payroll including number of establishments and sales by varied retail classifications for MA's. Similar data for counties and places with 2,500 inhabitants or more are available on electronic media only.

Subject series—4 reports (RC92-S-1 to -4)

The *Establishment and Firm Size* report (RC92-S-1) presents data for establishments with payroll, based on size of establishment, size of company or firm, and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented by kind of business on the number of establishments, sales, payroll, and employment for the United States.

The *Measures of Value Produced, Capital Expenditures, Depreciable Assets, and Operating Expenses* report (RC92-S-2) presents data on measures of value produced, capital expenditures, depreciable assets, and operating expenses for firms with payroll

for the United States by major kind of business. Operating expenses include annual payroll, supplemental labor costs, purchased services, etc. Receipts data also are provided.

The *Merchandise Line Sales* report (RC92-S-3) presents data on major categories of merchandise sold by retail kinds of business for each State and the District of Columbia, each MA, and the United States as a whole. Data for States and MA's will be available on electronic media only. Tables present data for establishments with payroll for each kind of business and show, for each merchandise line, the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary statistics also are provided for the 43 broad merchandise line categories, including counts of establishments and the amount and percentage of the line sold by various kinds of retail businesses.

The *Miscellaneous Subjects* report (RC92-S-4) contains special statistics on eating and drinking places, gasoline service stations, shoe stores, optical goods stores, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and MA's.

Special report series—1 report (RC92-SP-1)

The *Selected Statistics* report presents selected data for establishments with and without payroll for 1992 and 1987 by kind of business. Data include number of establishments, sales, payroll and employment, and selected ratios and rankings. Data are presented for the United States as a whole and for States and MA's.

Electronic Media

All data included in the printed reports are available on CD-ROM. The CD-ROM's provide the same information found in the final reports as well as additional information not published in the final reports such as ZIP Code statistics available from series RC92-Z, merchandise line sales statistics for States and MA's from series RC92-S, and nonemployer data for counties and places from series RC92-N. Electronic media products are available for users who wish to summarize, rearrange, or process large amounts of data. These products, with corresponding technical documentation, are sold by Data User Services Division, Customer Services, Bureau of the Census, Washington, DC 20233-8300.

OTHER ECONOMIC CENSUS REPORTS

Data on wholesale trade, service industries, transportation, communications, utilities, financial, insurance, real estate, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned business enterprises, and women-owned businesses also are available from the 1992 Economic Census. A separate series of reports covers the census of outlying areas: Puerto Rico, Virgin Islands of the United States, Guam, and the Northern Marianas. Separate announcements describing these reports are available free of charge from Data User Services Division, Customer Services, Bureau of the Census, Washington, DC 20233-8300.